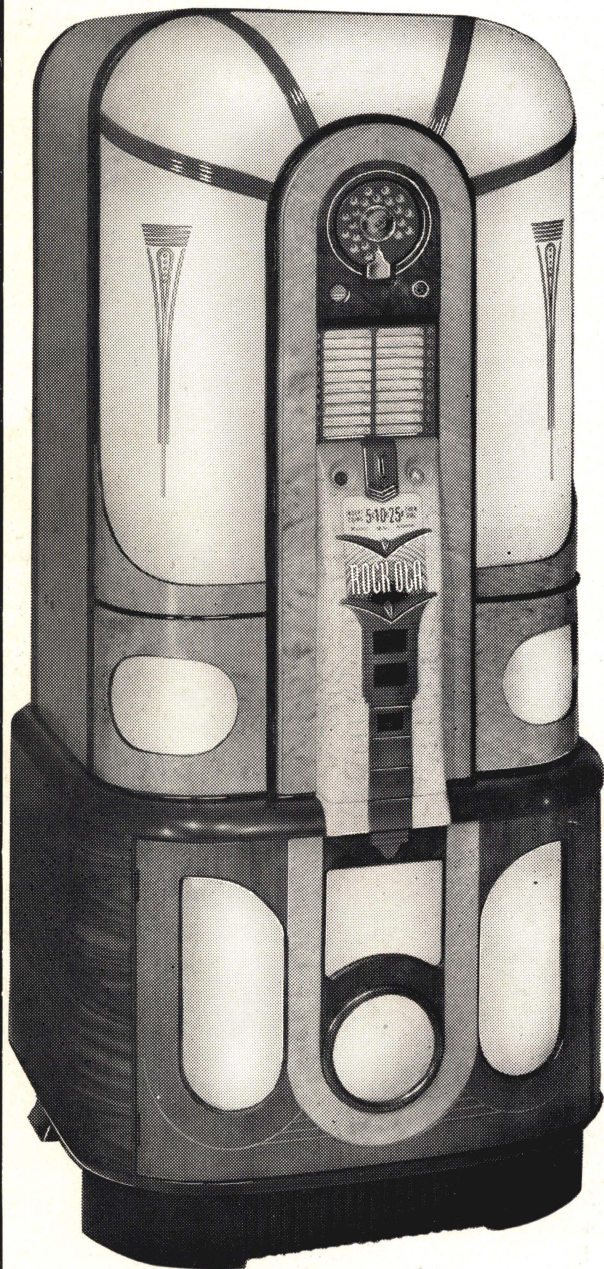




ANNUAL
SPRING
NUMBER

The COIN MACHINE REVIEW • APRIL 1943

THE ONLY BRAND NEW 1943 PHONOGRAPH AVAILABLE TODAY



The Rock-Ola **COMMANDO**

**LIMITED SUPPLY ONLY —
GET IN TOUCH WITH US NOW!**

EQUIPMENT BUYS!

- 25 ROCK-OLA UNIVERSAL TONE COLUMNS, Brand NEW and in Original Cratesea. \$75.00
- 25 ROCK-OLA SPECTRAVOX TONE COLUMNS, Used, Latest Type Dial (can be used with Playmaster, as additional speakers or as wired music cabinets)ea. \$50.00-\$75.00
- 20 ROCK-OLA MODERNE TONE COLUMN SPEAKERS, Brand NEW. List price, \$90.75. OUR PRICE.....ea. 50.00
- 25 ROCK-OLA ORGAN TONE COLUMN SPEAKERS, Brand NEW. List price, \$88.00. OUR PRICE.....ea. 45.00

SEE US FOR USED

ROCK-OLAS SEEBURGS WURLITZERS

New 5c-10c-25c Bar and Wall Boxes

New and Used Wired Music Central Stations, Cabinets and Lock-Out Bar Boxes. Wired Music Parts.

Complete Stock of Rock-Ola Parts!

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The 118th Consecutive Monthly Issue of the Coin Machine Review

APRIL, 1943

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Rowe Efforts Lauded

BELLEVILLE, N. J.—The Rowe Manufacturing Co., Inc., now engaged in war work 100%, is in receipt of a wire from Lieutenant General Brehon Somervell lauding the organization for the contribution it is making in our campaign toward victory.

Dated March 3rd the wire read: "The suitability and performance of equipment produced by American industry which I have just seen on a 34,000 mile inspection trip through the Caribbean, South America, North and Central America, Africa, Palestine, Iran, India and Burma, is a tribute to the genius of American engineers and to the skill of the workmen who made it. Its adequacy everywhere was a source of great satisfaction to me. You and everyone in your organization should be proud of your contribution and the important part you are playing in helping us to victory."

General Somervell commands services of supply.

Arcade Hours Set

LOS ANGELES—Penny Arcades within the metropolitan area will close from 9 p.m. until 5 a.m. in the future in accordance with an ordinance recently passed by the City Council giving the Police Commission jurisdiction over Arcades.

According to the ordinance Arcades must observe the closing hours stated above, must be adequately lighted, must make no loud noises, must not show indecent pictures and must be conducted at all times in a manner not inimical to the public welfare.

Violation makes the operator liable to revocation of his permit.

Drier Cigarettes Ahead

NEW YORK.—Mr. and Mrs. America will find the cigarettes produced since April 1st a trifle bit drier than before for on that date the War Production Board's ban on the use of glycerin in the manufacture of tobacco products went into effect.

So far tobacco processors haven't found adequate substitutes for glycerin which are available in sufficient quantity to satisfy the tremendous demand of the tobacco industry.

Glycerin is used to help retain moisture in tobacco. It makes the cigarette taste better and also helps it retain its shape.

Just prior to the April 1st deadline Old Golds took heavy space in key city dailies to tell of a new "apple honey" discovery to be used in Old Golds to keep them moist, sweet and mellow.

AOLAC Starts Campaign for Fair Tax Consideration

LOS ANGELES—Spurred on by the fact that the membership has lost approximately 25% in business since the inception of the \$50.00 Federal Tax on marble games, the Associated Operators of Los Angeles County opened a campaign on April 12th that, it is hoped, will result in abolishing the \$100.00 tax set to go into effect on July 1st.

The entire country is being circularized with a letter explaining just how individuals and associations can help. "We feel confident," states Curley Robinson, managing director, "that if the different associations and individuals throughout the country will get behind this, resistance would be lowered considerably and consideration given us, inasmuch as they would be acquainted and informed of conditions."

"The Committee on Ways and Means of the House of Representatives have notified us of our appointment with them and will give us advance notice so that we can appear before them and plead our case. If we could have other Association heads and individuals present at the same time, it would also be most helpful."

Here is the letter being sent out:



"You are undoubtedly acquainted with the fact that the federal stamp tax on pinball games has been the sum of \$50.00 per game since November 1st, 1942, and that commencing July 1st of this year the tax will be increased to \$100.00 per game on all machines wherein the free games are redeemed in cash or trade. This means that pinball machines, slot machines, counter games, automatic pay-out tables, consoles, gaming devices and claws or digger machines are placed in the same category, notwithstanding the fact that pinball games are not capable of earning any comparable amounts to the other types of machines."

"This Association had representatives appear before the Senate Finance Committee hearings in September of last year when they gave the Committee full information as to the earning power of the various types of machines, but since the House Ways and Means Committee had already made recommendations, these recommendations were accepted by the Senate Finance Committee at the Joint Conference Committee meeting and therefore no changes were made. I might state that all tax matters emanating from the House of Representatives — this Body being the source of original tax legislation, are always given favorable consideration by the Senate. As far as we know, only one person appeared before the House Ways and Means Committee in April of last year to testify before that Committee when the question of this tax first came before that Body. We did not know that any such action had been taken and therefore no representative was present. It was not until July that we learned of the contemplated action by the Senate Finance Committee which resulted in our appearance before that Committee."

"Since that time, however, we have been in touch with a great many of the representatives of both houses and have given them a synopsis of the differences in earning power of the various types of equipment, together with our recommendation as to what these taxes should be in the new tax bill about to come up for consideration again."

"We are today advised by Washington (See AOLAC, Page 10)

COIN
MACHINE
REVIEW

3

FOR
APRIL
1943

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

★

Attention Operators

We Are Now Refurbishing and Rebuilding

SPORT PAGE } into "CHALLENGER"
BLUE RIBBON } A New and Better Game is Here!

THISTLEDOWN } into "RACE KING"
SEA BISCUIT }

GRAND STAND } into "WAR ADMIRAL"
GRAND NATIONAL }
PACEMAKER }

All Games Tested and Proven for Profits

NOTE THESE FEATURES:

1. All paint removed, both cabinets redesigned and refinished like new.
2. Backglass and playing field redesigned and game renamed.
3. Modern new style 23" x 23" backglass and cabinet replacing old style 17" x 23" cabinet and backglass.
4. Playing field panel redesigned and refinished on natural wood.
5. All new moulding and moulding trim on playfield cabinet.
6. All visible metal parts—refinished with sterling silver with baked lacquer to prevent tarnishing.
7. All parts reconditioned—machines put in perfect operating condition and thoroughly tested before shipping.

SEE YOUR DISTRIBUTOR OR WRITE US DIRECT!

SULLIVAN-NOLAN ADVERTISING CO.

527 WEST CHICAGO AVENUE

CHICAGO, ILLINOIS

Refurbishers & Rebuilders of *Bally* 1-Ball Payout Games

BUY U.S. WAR BONDS AND STAMPS

Police Injunction Issued

NEW ORLEANS.—Holding that under existing laws state police have no right to enter the city except with the express invitation of the mayor or head of the police department, civil district Judge Nat W. Bond granted an injunction which restrained Louisiana police from interfering with the business of the Central Coin Machine Co.

Basis of the case was the petition of owner Albert E. Fernandez for the return of three games seized by state police last August. Fernandez had been tried before Judge Frank T. Echezabal in criminal district court on charges of violating the state gambling statutes, and on January 15th was found not guilty, according to the petition filed for Fernandez by Sam M. Zelden, attorney.

Decision on the petition and on the state police's appeal to the Louisiana Supreme Court on Judge Bond's decision, are pending.

Same time the appellate division of the criminal district court held, in another case involving recent seizure of 19 games from the Sport Center, here, that under existing laws such machines cannot be destroyed by court order. In this case the owner had pleaded guilty to charges involving possession of the machines, and the machines subsequently were ordered destroyed in a decree by Judge Echezabal.

After the judge had been reversed by the appellate division of the court, the Supreme Court denied writs of review, holding that "we find no error of law in the judgment complained of."

ANOTHER MONTH NEARER VICTORY!

Wm. Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

PENNY ARCADE HEADQUARTERS SINCE 1895

Manufacturers of Photomatic and Other Famous Coin Operated Equipment

44-01 ELEVENTH STREET, LONG ISLAND CITY, NEW YORK

Tax Tip

VICTORY TAX RETURNS DUE THIS MONTH

All employers required by law to withhold the 5 per cent victory tax from employees' wages in excess of \$12 a week must file their first quarterly Victory Tax Return on Form V-1 between April 1 and April 30.

Form V-1 is the only victory tax blank that must be filed in April. It is not necessary to submit employees' names. Individual forms for each employee will not be required until the end of the year.

Vending Era Ahead

PHILADELPHIA. — Vending machines will really come into prominence and many things sold today will be sold via the automatic coin machine route after the war, according to an article by William Fielding Ogburn, Professor of Sociology at the University of Chicago.

In his article entitled "The Future of Your Son" published in the April issue of the Ladies' Home Journal, Professor Ogburn said: "Your son will see the day when automatic devices—the coin-in-the-slot machines already sell cigarettes, candy, food and a hundred other articles—will largely do away with the historic hawk who set out from New York or Chicago and 'sold' Virginia or Iowa."

Under a list of fields he should not enter is that of salesmanship, to which the Professor adds this comment: "Although there will always be salesmen, drugs and foods will be sold by automatic slot machines."

To Keep the Record Clear

May we point out that the article appearing on pages 30 and 31 of the March issue of THE REVIEW was published in paid space, contracted and paid for by interested parties and the opinions expressed therein were not necessarily those of this publication.

THE REVIEW

WANTED

CIGARETTE MACHINE ROUTES

We are interested in the purchase of Cigarette Machine Routes of any size. Send us your listing of equipment, geographical area in which operation is established, total monthly sales and best cash price in first letter. All matters kept STRICTLY CONFIDENTIAL!

BOX 475

COIN MACHINE REVIEW
1115 Venice Blvd.
LOS ANGELES CALIFORNIA

CHICAGO NOVELTY COMPANY—SPECIALS—ALL WINNERS!

The most thorough and complete "CHICKEN SAM"—Change-over to "JAP" Ray Guns—in U.S.A.

★ "SHOOT THE JAP" Ray-O-Lite Guns ★

\$149.50

1/3 Deposit, Balance C.O.D.

\$149.50

Factory reconditioned SEEBURG "CHICKEN SAM" Guns converted to the "JAP" Ray Gun by factory trained mechanics. The machine is made to look like brand new. A certified check of \$145.00—in full with order—will start one of these quick income Ray Guns on the road to you.

HARD-TO-FIND RADIO TUBES

Safety-First. Guard yourself against Loss of Income on account of idle machines; put in a supply of Tubes you use regularly in your equipment. "HARD-TO-FIND" Tubes for your Phonographs, Ray Guns and Panorams is our Specialty.

Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
1B5/255	\$1.35	6B8G	\$1.35	6K7GT	\$1.05	6SQ7GT	\$1.15	36	\$1.00
1H5G	1.35	6C5	1.15	6K8	1.35	6X5	1.65	40	1.65
2A3	2.00	6C5G	1.05	6K8GT	1.35	6X5GT	1.05	41	90c
2A4G	2.95	6C5GT	1.05	6L6	2.00	6Y6	1.65	42	90c
3A8	2.45	6C6	1.05	6L6G	2.00	6Z4/84	1.10	45	85c
5U4G	1.05	6F5	1.15	6L7	1.65	7F7	1.65	47	1.15
5V4G	1.65	6F5G	1.15	6N7	1.65	12F5GT	1.00	48	2.90
5W4	1.15	6F5GT	1.05	6N7GT	1.65	12SF5GT	1.10	55	1.10
5W4G	1.05	6F6	1.15	6R7	1.65	12SJ7GT	1.10	56	85c
5Y3G	75c	6F6G	95c	6R7G	1.15	19	1.35	57	95c
5Y3GT	75c	6F8G	1.35	6R7GT	95c	25A7G	1.65	58	95c
5Y4G	80c	6H6	1.15	6SC7	1.35	25A7GT	1.65	70L7GT	2.00
5Z3	1.15	6H6GT	1.15	6SJ7	1.15	25L6	1.65	75	90c
6A4	1.65	6J5	95c	6SJ7GT	1.15	25L6G	1.35	76	95c
6A6	1.65	6J5G	1.05	6SK7	1.05	25L6GT	1.15	77	95c
6A7	1.00	6J5GT	95c	6SR7	1.05	30	1.05	79	1.65
6AD7G	1.65	6J7	1.35	6U5/6G5	1.35	31	1.05	80	75c
6AE6	1.35	6J7G	1.15	6V6	2.00	32	1.35	83	1.35
6AE5GT	1.35	6J7GT	1.15	6V6G	1.35	34	1.25	85	95c
6B5	2.00	6K7	1.15	6V6GT	1.15	35Z5GT	85c	89	1.00
6B8	2.00	6K7G	1.15	6SQ7	1.05	37	90c	117Z6	1.65
						38	1.15		

COIN
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FOR
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1943

An Honest, Clean, Legitimate Proposition! You "Chicken Sam" Operators

Complete Reconditioning "Jap" Conversion F.O.B. Chicago \$49.50

Ship us via motor truck your run-down "CHICKEN SAM" and we will transform your machine into the most thorough and clean "JAP" conversion job in the U. S. A. We will recondition the amplifier, repair or replace both main and gun cables. The front, middle and back scenery on the target cabinet will have an elaborate Sea Battle scene, all hand painted. We will use the original doll, which will be carved and hand painted into the Oriental "Jap." A "20 Shots 5c" card will be placed on the Gun stand. The machine will have an entirely new appearance. The outside of the cabinet will be painted in a blue and black trimmed combination. All the tubes and Photo Electric Cells will be checked and replaced if necessary. A beautiful machine in perfect working order will be shipped you in the amount of \$49.50, C. O. D.—F. O. B. Chicago

VERY SCARCE

Photo Electric Cells for Seeburg

Ray Guns @ \$2.50 Ea.
For Chicken Sams, Japs, and Chutes

BRAND NEW RUBBER-COVERED CABLE

Rubber-Covered Gun Cables, 8 ft. standard
length 5-wire shielded. Each wire insulated.
Excellent Quality. Per cable.....\$2.75

CLOSE-OUT OF CONDENSERS

.1 MFD Condensers.....10c Each .02 MFD Condensers.....10c Each 1.0 MFD Condensers.....10c Each

An Assortment of 50 Will Solve Any Condenser and Amplifier Problem.

Sold Only in Lots of 50

5c Secondary Slides.....\$0.25 Each
5c A.B.T. Coin Slides......85 Each

RAY GUN AMPLIFIERS

Amplifier Repair Service reconditioned, repaired or exchanged and put in first-class working condition by expert amplifier service men. Ship express and we will return perfect amplifier by express collect.

45-Foot Main Cables, 7-wire, rubber covered.
Insulated, very pliable, brand new, shielded,
fine quality. Standard Main Length.

Per Cable \$12.75

5c A.B.T. Coin Chutes,
No. 500, "Brand New".....\$3.75 Each

CHICAGO NOVELTY COMPANY, INC.

1348 Newport Avenue

Chicago, Ill.

4 GRADE "A" GAMES

GRAND CANYON

REVAMPED FROM
DOUBLE PLAY
OPERATORS' PRICE
\$159⁵⁰

ARIZONA

REVAMPED FROM
SUN BEAM
OPERATORS' PRICE
\$165⁰⁰

★ ★ ★

MIDWAY

Revamped from
Zombie **\$139⁵⁰**

SUN VALLEY

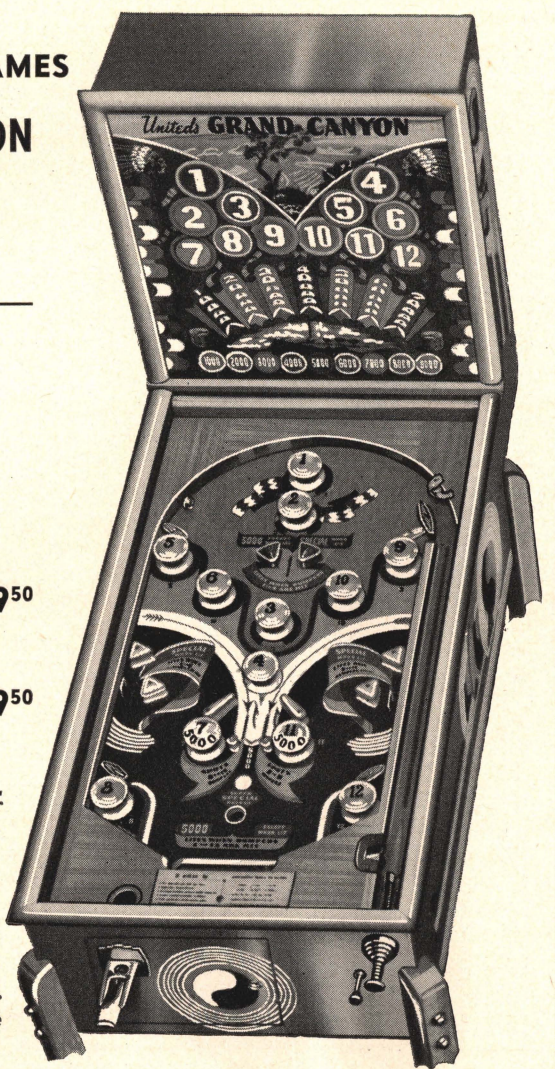
Revamped from
Sun Beam **\$139⁵⁰**

★ ★ ★

Send your Zombies, Sun Beams,
Double Plays to your Distributor
NOW, or Write Direct

United

MANUFACTURING CO.
6123 N. Western Avenue
CHICAGO



COIN
MACHINE
REVIEW

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FOR
APRIL
1943

Refurbishing . . . the Way Out!

by H. R. LEVY

THAT refurbishing is the answer to an operator's prayer and his proven salvation on location cannot be doubted if one were to visit the two big plants in Chicago being engaged in the fine art of refurbishing marble tables being sent in by operators, jobbers and distributors in all parts of the nation.

To gather facts and data for this article and to learn of refurbishing right where refurbishing is being done meant that we hied ourselves off to the plant of the United Manufacturing Co. for a look-see and bull session with Harry Williams and Lynn Durant and then on over to the big plant of the Sullivan-Nolan Advertising Co. where President Thomas Sullivan extended a warm welcome and was glad to "open up" on the subject of refurbishing.

We were surprised and amazed at the activity in both plants and at the beautiful miracles being performed by the skilled craftsmen who were deftly transforming old hulks of games into sparkling brand new tables that fairly screamed for attention and possessed the glitter and glamor of a ravenous siren. Here indeed was a specialized art given free reign.

Refurbishing all began more than a year ago when these two far-seeing organizations

examined the economic picture, focused their attention on things destined to come, and decided that if the marble table operator were to continue in business he would have to do so with revamped and revised

games for new novelty tables would not be available any longer. It was a known fact that the marble table business existed on its novelty angle and that new tables were necessary from time to time to hold attention and interest. How were the operators to keep their spots and continue in business if this steady flow of new machines was suddenly cut off? Refurbishing was the way out and immediately both organizations set forth to develop ways and means of revamping, redesigning and rebuilding old marble tables into new creations and thus make it possible for the operator to hold his locations and remain in business until normal production was again established.

A look in on Sullivan-Nolan and United will convince you that the refurbishing idea has caught on in a big way for both plants are working at capacity and doing a bang-up job of making new moneymakers out of broken down and worn out klunks.

Furthermore, the operators and distributors of the nation have not remained silent on the refurbishing idea. They have spoken plainly as to their thoughts on the matter. Said Joe Frank of Nashville's Automatic Sales Co.: "You can convert these tables into anything you want as all your games have been O. K." Operator H. F. Shearer of First City Amusement Machine Co. in Wilmington, Del., wrote: "I thank you for the swell job you are doing and am looking forward to your next releases."

Carl Hoelzel of Kansas City summarized his views on refurbishing by saying: "You are doing a wonderful job on these tables and the ones we have received are beyond compare. You are really staying behind your old system of making the best, which I know you have been doing for the past ten years." And, added Carl Trippe of St. Louis: "Your rebuilt games are as good, if not better, than the new machines manufactured prior to curtailment."

All of which shows that refurbishing has finally come into its own and that today the alert marble table operators are finding in refurbishing the way out, for the duration.

Uneeda-Pak Shutters

BROOKLYN.—The Uneeda-Pak Products Corporation has closed its plant for the duration and the stock of parts, machines, equipment and accessories turned over to Edward Barnett of Cameo Vending Service who will continue to supply Uneeda-Pak operators while stocks last.

GUARDIAN

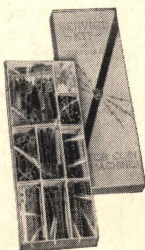
SERVICE KIT FOR PIN GAME OPERATORS

The Original Contact Kit Made by the PIONEER ELECTRICAL
ENGINEERS of the Industry.

BEWARE OF IMITATIONS

Buy Guardian and You Won't Come to Grief.

STILL ONLY
\$7.50
COMPLETE



CONTAINS Silver Points, Phosphor Bronze Leaves, Lifters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets, Copper Pig Tail Wire, Fish Papers. Ask for our free Parts and Supplies Catalog!

No. 1000 — NEW SERVICE KIT . . . \$9.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool. Value \$2.00. PLUS 100 Extra Assorted Silver Contact Points, value \$3.50, in Addition to the Liberal Assortment of Switch Parts Contained in Our Well Known GUARDIAN CONTACT KIT.

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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

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SEE
BILL HAPPEL

BADGER'S BARGAINS

MILWAUKEE
SEE
CARL HAPPEL

NEW MACHINES IN FACTORY-SEALED CRATES

BRAND NEW MACHINES . . . NOT REBUILTS

NEW CONSOLES

NEW BUCKLEY DAILY DOUBLE TRACK ODDS.....	\$595.00
NEW EVANS GALLOPING DOMINOS 1942—JACKPOT.....	495.00
NEW KEENEY 2-WAY SUPER BELLS.....	425.00
NEW KEENEY SUPER BELLS.....	279.50
NEW MILLS JUMBO PARADES (Combination).....	229.50
NEW MILLS JUMBO PARADES—PAYOUT.....	179.50
NEW MILLS JUMBO PARADES—FREE-PLAY.....	179.50
NEW BALLY ROLL 'EM.....	239.50
NEW BALLY CLUB BELLS.....	279.50

NEW ARCADE EQUIPMENT

NEW MUTOSCOPE DRIVE-MOBILE.....	\$395.00
NEW TEST PILOT.....	325.00
NEW KEEP 'EM PUNCHING.....	149.50
NEW BALLY KING PINS.....	259.50
NEW GOOFY GOLF.....	259.50
NEW GENCO PLAY BALLS.....	239.50
NEW KIRK'S GUESS-ER SCALE.....	149.50
NEW SHIPMAN SELECT-A-VUE.....	39.50
NEW GROETCHEN PIKE'S PEAK.....	29.50
NEW HITLER POISON THE RAT.....	39.50
NEW FILM-O-SCOPE.....	39.50

MILLS BLUE FRONTS, ALL REBUILT AND REFINISHED
MACHINES LOOK LIKE NEW—SERIALS AROUND 400,000

5c PLAY \$129⁰⁰

10c PLAY \$139⁰⁰

25c PLAY \$149⁰⁰

RECONDITIONED CONSOLES AND SLOTS

New Model Mills Four Bells.....	WRITE
Late Mills Three Bells.....	WRITE
Evans '41 Bang-Tails—J.P.....	\$295.00
Baker's Pacer (Daily Double).....	295.00
Bally Club Bells.....	225.00
Bally Roll 'Em.....	189.50
Bally Hi Hands (Refinished).....	129.50

Mills Four Bells with 3-5c & 1-25c.....	WRITE
Evans Lucky Lucie—3-5c—2-25c.....	\$395.00
Evans Lucky Lucres—4-5c.....	225.00
Keeneey Super Bells—5c.....	225.00
Mills Jumbo (Combination)—	
F.P., P.O.....	179.50
Mills Jumbo Parade (Late P.O.).....	149.50

Mills 25c Golf Ball Bell.....	\$195.00
Jennings Cigarola (late models).....	139.50
Mills Brown Fronts—5c.....	169.50
Mills Cherry Bells—5c.....	159.50
Jennings Chiefs (refinished)—5c.....	WRITE
Mills Q.T. Glitter Gold—5c.....	119.50
Mills Q.T. Blue (refinished)—5c.....	69.50
Groetchen Columbia Bells.....	69.50

MILLS
FOUR BELLS
Genuine Rebuilds
and Refinished
Like New..... \$495⁰⁰

KEENEY SUPER BELLS
2-WAY
Genuine Rebuilds and
Refinished—5 and 5c or
5 and 25c..... \$345⁰⁰

KEENEY SUPER
BELLS—4-WAY
Genuine Rebuilds
and Refinished
3-5c—1-25c..... \$595⁰⁰

NEW 1943

VICTORY MODEL

RAY-O-LITE GUNS

THE LATEST CHICKEN SAM CHANGE-OVER UNIT ON THE MARKET

AXIS — RATS — NEW FIGURES — NEW SCENERY

\$189.50 VALUE FOR ONLY \$159.50

Revamped from Chicken Sams and reconditioned by factory trained mechanics. Amplifier, Tubes, Cables and all parts checked. Cabinets are refinished in new, beautiful marblette. Appearance and condition practically new. Ready for immediate delivery.

RECONDITIONED ARCADE EQUIPMENT

Every Machine Listed Completely Refinished and Reconditioned—Guaranteed in Perfect Working Condition—Ready for Location

Kirk Night Bomber.....	\$395.00
Evans Super Bomber.....	345.00
Bally Defender.....	295.00
Bally Sky Battle.....	249.50
Bally Rapid Fire.....	199.50
Genco Play Ball (late).....	199.50
Chicago Coin Hockey.....	199.50
Keeneey Submarine.....	199.50
Bally Torpedo.....	199.50
Exhibit Kiss-O-Meter.....	225.00
Mutoscope Lift-O-Graph.....	225.00
Exhibit Spear-the-Dragon.....	119.50
Gaffer Ball Grip.....	119.50
Caille Push or Hug.....	119.50
Caille Push or Grip.....	119.50
Western Deluxe Baseball.....	119.50
Exhibit Striking Clock.....	119.50
Bally Blow Ball.....	89.50
Mutoscope Traveling Crane.....	49.50
Exhibit Bowling Alley.....	69.50
Rock-Ola World Series.....	69.50
Daval's Skill Charm.....	69.50
A.B.T. Challenger.....	19.50

Mutoscope Ace Bomber.....	\$325.00
Mutoscope Sky Fighter.....	325.00
Mutoscope Drivemobile.....	325.00
Keeneey Air Raider.....	225.00
Keeneey Navy Bomber.....	225.00
Exhibit Knock Out Puncher.....	189.50
National O.K. Fighter.....	179.50
New Axis-Rats Chicken Sam—	
Refinished New Marblette.....	159.50
Seeburg Shoot-the-Chutes—	
Refinished New Marblette.....	159.50
Groetchen Mountain Climber.....	159.50
Western Major League.....	149.50
Kirk's Guess-er Scale.....	119.50
Exhibit Star Striker.....	119.50
Exhibit Vitalizer, Factory Rebuilds.....	79.50
Keeneey's Anti-Aircraft, All Re-	
finished Red, White and Blue.....	69.50
Caille Stereoscopic Drop Picture.....	59.50
Rosefeld Electric Shocker.....	19.50
Kicker and Catcher.....	19.50
Gottlieb 3-Way Gripper.....	19.50
A.B.T. Target Skill.....	19.50

Ariocraft Test Pilot.....	\$295.00
Baker's Sky Pilot.....	295.00
Evans Play Ball (like new).....	295.00
Mutoscope Punch-a-Ball (late).....	295.00
Mutoscope Punching Bag.....	175.00
Exhibit Skill Punching Bag.....	225.00
Exhibit Chinning Machine.....	225.00
Mutoscope Career Pilot.....	225.00
Exhibit Seeress Fortune Teller.....	189.50
Bally Bull with New Jap.....	119.50
Jennings Roll-in-the-Barrel.....	119.50
Light House Grip.....	119.50
Scientific Batting Practice.....	119.50
Exhibit Tiger Pull.....	119.50
Batter Up—Play Ball.....	119.50
Hoot Mon Golf.....	79.50
Daval's Bumper Bowling.....	59.50
Evans Ten Strike.....	59.50
Gottlieb Skee-Ball-Ette.....	69.50
Exhibit Hammer Striker.....	49.50
Bally Alley.....	49.50
Keeneey Texas Leaguer.....	39.50
Pike's Peak.....	19.50

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER, BALANCE C.O.D.

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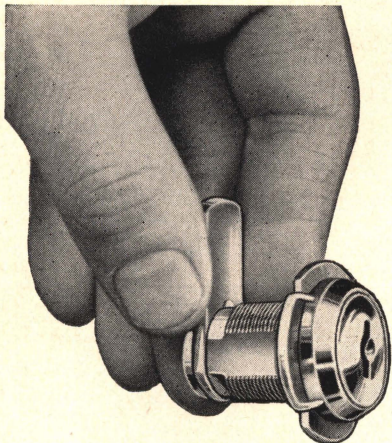
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COIN
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REVIEW

7

FOR
APRIL
1943



The Lock that resisted TEMPTATION . . .

Thieves armed with lock picks or stillson wrenches were usually wise enough to leave an ILCO severely alone. That's because ILCO COIN MACHINE LOCKS were *built to resist picking and forcing.*

OK before the war—even better after the war!

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FITCHBURG, MASSACHUSETTS**

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8

Talbert Buys Propeller

FRESNO, Calif.—R. A. Talbert, coin machine operator and novelty dealer, became the proud owner of an American made wooden propeller taken from a Japanese plane captured at Guadalcanal when it was awarded to him for purchasing \$50,000 in war bonds at a Victory Auction here on March 17th.

Four propellers were auctioned off. First went to Edward Melikian, father of Fresno's fighting hero, Captain Ray Melikian, for a bond purchase of \$15,000; second to Joseph Dale, coffee merchant, for \$20,000 in bonds; third to Talbert for a \$50,000 bond purchase, and the fourth was purchased by a group of patriotic Fresnoans to be awarded later to the elementary school recording the largest number of bonds and stamp sales in the present drive.

Propaganda Book Issued

LOS ANGELES.—"Enemy Propaganda; Words Are Weapons" is the title of an informative booklet being distributed by the Radical Research Commission of the American Legion Department of California of which Curley Robinson, AOLAC Managing Director, is Secretary.

In explaining the purpose of the booklet, Captain George Contreras explained: "Before we were attacked at Pearl Harbor,

only limited success attended our efforts of investigating subversive activities. Our enemies had lulled us into a false sense of security. We were unprepared to meet the propaganda attack upon our home front. To remedy this situation we have issued this booklet in the hope that it will assist in destroying enemy propaganda in this country."

* * *

A man never knows his real value until he's sued for breach of promise.

IF YOUR REVIEW IS LATE

Each month THE REVIEW is mailed from Los Angeles in what would normally be ample time to reach you after the regular publication date. If your REVIEW is late, it is because of conditions beyond our control. Despite the fine job the overloaded transportation systems are doing, all kinds of deliveries in wartime are uncertain. Military supplies must take precedence over civilian shipments.

COIN
MACHINE
REVIEW

8

FOR
APRIL
1943

Attention Operators

Send in Your Old

SPORT PAGE
BLUE RIBBON

THISTLEDOWN
SEA BISCUIT
GRAND STAND

GRAND NATIONAL
PACE MAKER

TO BE



REFURBISHED AND REBUILT



INTO

CHALLENGER

RACE KING

WAR ADMIRAL

TO OUR PACIFIC COAST DISTRIBUTORS

The JACK R. MOORE COMPANY

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— BUY U. S. WAR STAMPS AND BONDS —

ARCADE MOTION PICTURE EQUIPMENT AND FILMS

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Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

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Specialists—Coin Machine Industry

Los Angeles, Calif.

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NOTICE TO PHOTOMATIC USERS: PHOTO FRAMES \$26 PER 1000

We are the manufacturers of *PHOTOMATICS and **PHOTOFRAMES and the above is our ceiling price for frames. We have not offered or sold PHOTOFRAMES at a higher price since the general maximum price regulation went into effect. We are prepared to sell at that price to any and all operators of our PHOTOMATIC machines to the limit of our capacity under the restrictions imposed by government regulations.

We want the trade to know that if any PHOTOFRAMES are being offered at exorbitant prices, such practice is not due to any price increase by us as no PHOTOMATIC operators are receiving shipments of frames from us for the purpose of resale to other PHOTOMATIC operators. We are still charging the same price for frames which we charged in March, 1942, and we are doing our best to supply each operator with the frames which he needs for his own machines. We give no preference except those which are required by government regulations.

This company does not sanction or approve violations of the maximum price regulations on PHOTOFRAMES by any supplier anywhere. On the contrary, we call the attention of the trade to the fact that we are advised that all persons violating any provisions of the maximum price regulations are subject to the criminal penalties and civil enforcement actions and suits for treble damages provided for by the Emergency Price Control Act of 1942. Persons who have evidence of any violation of the maximum price regulations or any price schedule with respect to PHOTOFRAMES, or of any acts or practices which constitute such a violation, are urged to communicate these facts to the nearest District, State or Regional Office of the Office of Price Administration or to its principal office in Washington, D. C.

COIN
MACHINE
REVIEW

9

FOR
APRIL
1943

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 11TH STREET (Est. 1895)

LONG ISLAND CITY, NEW YORK

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Must Sell Quick! Cheap!

100 ROWE CIGARETTE MACHINES

1942 Model Presidents and Other Late Models

Size	Model	Original Price	Our Price
10 Col.	Presidents	(\$110.00)	\$77.50
10 Col.	Royals	(95.00)	70.00
8 Col.	Royals	(85.00)	60.00
8 Col.	Imperials	(85.00)	35.00
6 Col.	Imperials	(75.00)	25.00

All With Cabinet Stands

ALL A-1 APPEARANCE; ALL IN GOOD WORKING CONDITION

Prices F.O.B. Chicago; 1/3 with Order, Balance C.O.D.

FIRST COME—FIRST SERVED

CIGARETTE DISTRIBUTING COMPANY

325 W. HURON STREET

CHICAGO

AOLAC

(Continued from Page 3)

that consideration on the miscellaneous tax sections of the new revenue bill will come up some time during the latter part of April or early part of May by the House Ways and Means Committee. Congressman (name) of your State is a member of this committee. He can be addressed as follows:

Congressman (name) c-o Committee of Ways and Means of the House of Representatives, House Office Building, Washington, D. C.

"He should be acquainted with the great inequality of taxes now being levied on pinball machines and I am sure if you will write, contact, appeal to and petition him, pointing out that a tax of \$100.00 or even \$50.00 on a pinball game is so out of proportion to the earning of the machine and so highly inequitable when compared with gaming devices, that it will mean a great

many games will have to be withdrawn from circulation with a proportionate loss of revenue to the treasury.

"Each Congressman on the House Ways and Means Committee should be contacted, appealed to and petitioned, and if they are acquainted with the gross unfairness of

the present tax, I know they will be in a position to reconsider this matter when this question again comes before them in the next six weeks.

"We expect that a representative from our Association will be present in Washington to testify before that Committee when this question comes up. His path will be made easier when he does appear, if these concrete facts are made known to the Committee through the various Associations and operators throughout the country. It would also help matters if it were possible for you or your representative to be present at this hearing so that all facts could be presented in this matter.

"We suggested that Pinball games are strictly "amusement games" in the nature of trade stimulators and therefore should be charged at the rate of \$10.00 per machine and that regardless of the method of operation, this type of game is still "an amusement game" and should not be considered nor classed in the same category for tax purposes as "gaming devices."

"We believe that if the members of this Committee were acquainted with the general fund of knowledge which the operators have with respect to earnings, mortality and present local taxes which the operators now pay for the operation of pinball games, that the Committee would probably reconsider their last year's action and drop the taxes to the level which they were originally planned—that is \$10.00 per year. I am also enclosing various editorials and reading matter for your guidance in this matter so that we will all work in accord.

"Any suggestions you may care to offer in this regard will be greatly appreciated, although we would stress the necessity of writing, contacting, appealing to and petitioning your Congressman regarding the above matter so that he may be fully conversant with the situation as it exists today."

* * *

Nowadays the good girl gets the raspberries, the bad girl gets the dates.

It's Got to Be Good

if more than 100,000 Services can be sold in less than a year! That's the sales record of

RECUPERATOR LONG LIFE BATTERY SERVICE

The service that puts a stop to ruinous sulphation and prolongs the life of your battery.

If your music dealer cannot supply you, send \$1.50 today and your RECUPERATOR will be sent you prepaid immediately.

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1025 N. Highland Ave.
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Pete Hagedoorn's JERSEY SPECIALTY SPECIALS ON ARCADE EQUIPMENT

TODAY'S BEST BUYS
ALL MACHINES IN BEAUTIFUL CONDITION, no junk. PERFECT IN EVERY DETAIL.

- 5 BALLY ALLEYS, ea.....\$ 35.00
(\$125.00 for the LOT) LIKE NEW!
- 1 Bally RAPID FIRE, Clean Like Nu 169.50
- 1 JENNINGS BOWL IN THE BAR-REL 99.50
Excellent Condition
- 1 SEEBURG RAYOLITE DUCK GUN 49.50
New one could not look any better
- 2 EVANS TEN STRIKE L. D..... 44.50
Like Nu

- 1 Exhibit SHOOT A LITE RAY GUN 29.50
With a large Alum. Pedestal Stand
- 2 Mutoscope Hand Wind Movies, Ea. 12.50
Painted Alum.—No Reels
- 1 Keeney Br. Anti-Aircraft Gun.... 49.50
- 1 Pidgeon Pool Table with cue.... 49.50
9 ft. long, 3 ft. wide, Play field green cloth

Write for prices on Cigarette Machines—NEW and Used
New UNEEDA PAKS 7-9-15 and DuGreniers, Uneeda, Nationals Used
Terms one-third with order, balance C.O.D.

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ROUTE "23" AT PASSAIC RIVER BRIDGE
Telephone — Little Falls 4-0784



The Outlook for the Vending Machine Operator

by R. E. Leland

(NOTE—R. E. Leland has been operating vending machines throughout the West for the past 24 years. His operations have been maintained through two world wars and his comments and deductions are based on actual experiences. Mr. Leland is Treasurer of the Western Vending Machine Operators Association. — THE EDITORS.)

DUE to wartime conditions, the problems and habits of operators of merchandise vending machines have undergone drastic changes during the past year. The merchandise vending machine has a definite niche to fill in our present national econo-

my, and the man who is responsible for its efficient operation, really has a job to do.

Many machines have been moved from peace time locations, to training camps and Defense plants, and are filling a real need. A cold drink, a candy bar, a handful of peanuts or a stick of gum, does give a welcome "lift."

However, the difficulties now confronting the operator can not be minimized. His chief problem, and a real one, is getting merchandise. The rationing of sugar, which has curtailed the production of cold drinks, candy bars, bulk candies, and chewing gum, is a constant worry. Prices on most varieties of salted nuts have about doubled,

but this condition has been somewhat offset by increased sales. Ball gum seems to be gradually disappearing from machines, and the quality in most of those remaining is very poor.

The "mortality" rate among vending machine operators during the past year, has greatly increased. These are principally the disillusioned victims of professional "route sellers," who flourished during the Depression years. Most of the regular and established operators are still continuing their business. Some however, have consolidated their routes, and from patriotic as well as financial reasons, have gone on the swing or graveyard shifts in war plants. This has enabled them to keep their business going, by devoting a few hours during the day to their machines.

Quite a number of operators have taken in all of their machines "for the Duration," and are giving their time to war work. If the difficulty in getting merchandise becomes more acute, many others in the busi-

(See **OUTLOOK**, Page 17)

SENSATIONAL VALUES IN ALL TYPES OF EQUIPMENT!

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Singing Pictures Speakers (New)...	\$ 18.50
Rock-Ola Rhythm Master 16.....	49.50
Rock-Ola Imperial 16.....	59.50
Rock-Ola Imperial 20.....	69.50
Rock-Ola Super.....	239.50
Rock-Ola Master.....	189.50
Rock-Ola Standard.....	144.50
Rock-Ola Playmaster and Spectravox.....	229.50
Wurlitzer 616.....	59.50
Wurlitzer Model 24.....	109.50
Wurlitzer 61 with Stand.....	99.50
Wurlitzer 500.....	179.50
Wurlitzer 600.....	159.50
Wurlitzer 750.....	365.00
Wurlitzer 780.....	375.00
Wurlitzer 800.....	360.00
Seeburg Gem.....	129.50
Seeburg Regal.....	139.50
Seeburg Plaza.....	149.50
Seeburg Crown.....	149.50
Seeburg Casino.....	159.50
Seeburg Colonel R.CES.....	349.50
Seeburg Mayfair.....	169.50
Seeburg Commander ROES.....	329.50
Seeburg 8800 RC.....	425.00
Seeburg 9800 RC.....	450.00
Seeburg 12 Record Keyboard.....	49.50
Playboys.....	29.50
2-Packard Plamor Steel Cabinets (New) for Buried Jobs.....ea.	39.50

LEGAL EQUIPMENT

Bally Torpedo.....	\$194.50
Keeney Submarine.....	184.50
Scientific Batting Practice.....	119.50
Exhibits Vibrant Foot Ease.....	79.50
Watling You Guess'it Scale.....	119.50
Mills Scales.....	34.50
Target Skills & Big Game Hunters.....	16.50
Gottlieb Grippers—3-Way.....	16.50
Shockers.....	8.50
Gottlieb Grippers—1-Way.....	9.50
Seeburg Hockey.....	69.50
Western Deluxe Baseball Liteup Backboard.....	69.50

Ten Strike.....	49.50
High Dial.....	64.50
Skeeballette.....	49.50
Bally Alley.....	29.50
Bally Bullseye.....	49.50

COUNTER GAMES

Cubs 1c & 5c.....	\$ 4.95
Aces 5c.....	4.95
Liberty's 1c.....	6.95
American Eagles (New) 1c.....	9.95
American Eagles (Used) 1c.....	6.95
Marvels.....	6.95
Daval 21 (New).....	6.50

CONSOLES

1939 Bangtails 7 Coin Head.....	\$119.50
1940 Bangtails 7 Coin Head (Like New) Jackpot.....	274.50
Buckley Track Odds (Old Head).....	169.50
Buckley Track Odds (New Head) Serial No. 11124-11502.....	525.00
Pace's Reels 5c.....	94.50
Pace's Reels 25c.....	149.50
Saratoga 5c with rail.....	94.50
Saratoga 25c.....	149.50
Mills Square Bell.....	59.50
Jennings Liberty Bell Flat Top.....	29.50
Jennings Liberty Bell Slant Top.....	39.50
Jennings Derby Day—Flat Top.....	29.50
Jennings Derby Day—Slant Top.....	39.50
Stoner's Zippers.....	39.50
Ballys Roll'em 7 Coin New Type Head.....	149.50
Ballys Tanforan.....	79.50
Exhibits Chuck-A-Lette 7 Coin Head.....	49.50
Jennings Good Luck.....	29.50
Jennings Fast Time—P. O.....	69.50
Jennings Fast Time—F.P.....	69.50
Watling Big Game—P. O.....	84.50
Mills Jumbo Parade (Late Head) P. O.....	114.50
Mills Jumbo Parade (Late Head) F. P.....	89.50
Pace Reels Combination Convertible to F. P. & P. O.....	149.50

Bally Ray's Track Serial over 4300.....	94.50
Bally Long Champ (Large).....	49.50
Exhibits Races 7 Coin Head.....	49.50
Bally Solitaire Flicker.....	39.50
Galloping Dominoes (Cracked Glass).....	39.50
Keeney's Kentucky Club.....	89.50
Bally 'The Favorite' 9 Coin Head.....	89.50
Sugar King P. O. (Floor Sample).....	79.50
Jennings Totalizer P. O. (Floor Sample).....	169.50
Jennings Triple Entry.....	124.50

SLOTS

Jennings 4 Star Chief 5c.....	\$ 79.50
Jennings 4 Star Chief 10c.....	84.50
Jennings Silver Chief 5c.....	149.50
Jennings Silver Chief 10c.....	159.50
Jennings Slot Console 5c (Like New).....	149.50
Jennings Triplex.....	94.50
Columbia's (Convertible to 1c-5c-10c-25c play).....	59.50
Caille Playboys 5c.....	89.50
Caille Playboys 10c.....	99.50
Caille Commanders 5c.....	69.50
Caille Commanders 10c.....	79.50
Caille Slot Console 10c.....	94.50
Watling Rol-A-Top (2-4) 5c.....	47.50
Watling Rol-A-Top (2-4) 25c.....	69.50
Watling Rol-A-Top (3-5) 5c.....	59.50
Mills Cherry Bell 50c (Like New).....	450.00
Pace Comet (3-5) 5c.....	49.50
Pace Comet (3-5) 10c.....	54.50
Pace DeLuxe Slugproof 5c.....	94.50
Pace DeLuxe Slugproof 10c.....	99.50
Pace DeLuxe Slugproof 25c.....	129.50
Pace Rocket Slugproof 5c.....	109.50
Pace Rocket Slugproof 10c.....	114.50
Pace Rocket Slugproof 25c.....	139.50
Pace Deluxe 5c.....	94.50
Pace Deluxe 10c.....	99.50
Mills Q.T. Gold Chromed—5c.....	69.50
Mills Q.T. Gold Chromed—1c.....	49.50
Mills Q.T. Gold Chromed—10c.....	79.50
Mills Slot Stands unpainted (new in original crates).....	18.50

1/3 Deposit—Balance C.O.D.

State Distributor for Seeburg Phonographs and Accessories

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MILWAUKEE, WISCONSIN

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REVIEW

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FOR
APRIL
1943

AN APPRECIATION...and APPEAL!

by William Nathanson

The editor of THE REVIEW, Mr. Paul Blackford, has advised me of a special tribute section being planned for the April issue of this publication wherein my many friends in the industry intended to take space to felicitate me on my 55th birthday anniversary and my return to the industry.

I want to take this opportunity to thank these friends for their most gracious and generous response. The volume of space commitments in normal times would make anyone happy for a life time, but today times are far from being normal.

Already there are millions and millions of needy people, crippled and maimed, from a shameless World War thrust upon a peace-loving people. In every part of the world there is suffering today unequalled to any in past history, and because of this fact I am asking my friends to withhold their paid greetings in \$17.00 spaces at this time and instead I will send each of them a check for \$17.00 by registered mail.

Upon receipt of my check I want you to do me, and deserving thousands who need your help, a favor. Call in your friends and spend the \$17.00 for a small party. At the conclusion thereof make an earnest appeal to your friends for contributions for the China Relief Fund. China has borne the brunt of the war in the Orient for several years and is greatly in need of financial assistance to take care of the needy. Present this story to your friends, accept their generous contributions, and send in donations to THE REVIEW and it will promptly be placed with the local office of the China Relief Association.

And, while you are still gathered at your party, arrange for a photo to be taken and forwarded to this publication. I have reserved space to publish all photos received. Send along a report of your gathering and proper thanks and credit will be bestowed upon you and your friends in the columns of THE REVIEW.

In connection with the planned tribute I would like to thank Mr. William Rabkin of International Mutoscope Corporation who was the first to send in his message of greeting, and to Mr. and Mrs. Ted Conradi of Castle Rock, Washington, for their spe-



William Nathanson, president, and Arthur Mohr, vice president and counsel, California Penny Arcade Association, present Curley Robinson, managing director of Associated Operators of Los Angeles County, with a membership in the CPAA.

cial wire. To Harry Williams of United Manufacturing Co., a special handclasp for extending his friendly hand. And to my friends in San Diego my sincere thanks for their long distance calls inviting me to visit them for a round of parties to celebrate my 55th birthday.

Also may I extend my appreciation to Curley Robinson, managing director of Associated Operators of Los Angeles County for his kind words and straight-from-the-heart message. I shall treasure your comments and respect them always as one re-

spects their family Bible.

My thanks to Homer E. Capehart for your friendly message.

My thanks, too, to William Happel, a new acquaintance and proven friend, and to Jean Minthorne for his gracious consideration. And, last but not least, to Mr. Frank Navarro my appreciation for arranging a birthday party of his Spanish friends in my honor.

To Mr. and Mrs. Tom Catana for the friendship shown over the years and the many fine, personal ways in which they have served me and my family, a deep, from-the-heart thank you.

To Mr. Blackford, my thanks for the 90-day campaign, for the many letters sent by air mail at your own expense, and for the unlimited space given so graciously in my behalf. And may I congratulate you and your publication, being the only one at this critical time, that looks like, reads like, and serves like a real Coin Machine publication.

And to the leading phonograph manufacturers, even though they are not manufacturing new equipment and their plants are converted into arsenals of democracy, a cheery thank you. Your machines are now playing "When the Lights Go On Again All Over the World" and it is my wish and hope that your new Victory models will soon be playing "Happy Days."

This "Thank You" article could not be complete without including a special thank you to William Gersh for the beautiful tribute reproduced on the opposite page.



WM. NATHANSON
BIRTHDAY PARTY
GIVEN BY FRANK B. NAVARO
CLUB ZARAPE, LOS ANGELES
APR. 15, 1943

COIN
MACHINE
REVIEW

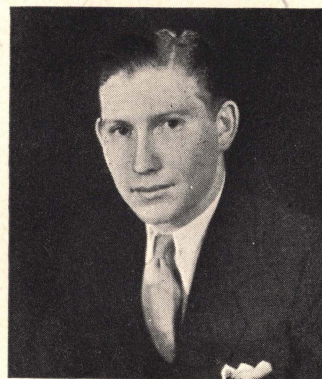
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FOR
APRIL
1943

To William Nathanson

"WE NEED YOU, BILL"

By Bill Gersh



Bill Gersh

In these solemn and serious days, Bill, when all this industry has become a much more highly concentrated unit, when all of us are endeavoring with every bit of sticking power we have to remain in business, when ingenuity and ability and leadership are so much more necessary to help us to maintain as mighty a backbone as we can today—for tomorrow—we need you, Bill.

We especially need you, Bill, for you have been one of our leaders for many years and know the pleasures and the heartaches and all the problems that go into making this known as an "industry." You are therefore, Bill, one man we all feel we can turn to in time of need and receive the encouragement and the aid that is most necessary to keep us going when there sometimes seems to be so little to keep going for.

Yes, Bill, we need you. We need you for we sort of feel, when you are in there with us — punching — fighting — always endeavoring to help better conditions — that you are one of the men in this industry whom we have staked our claim in to help us make this industry greater than ever.

Coming back to us at this time, when we need you more than ever before, to help us gain and create, to help us maintain and remain, to help us continue with tolerance, honor and loyalty, to help guide us in the proper path, that, Bill, is completely significant of the heart and soul and fighting spirit of true leadership. We know that with you in there working with us, trying for us, helping us in every way you possibly can—that we will be greater than ever—when this war is over.

We need you, Bill.

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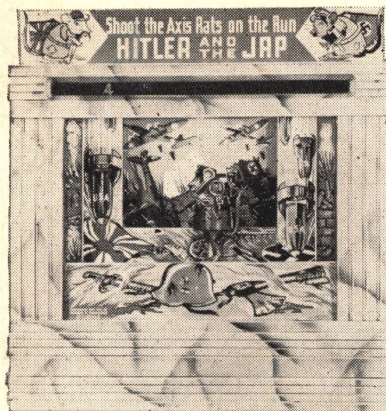
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FOR
APRIL
1943

To William Nathanson

*A cordial handclasp from the folks at
Packard and best wishes on your return
to operating in the good old U. S. A.*

Homer Capehart



CHICKEN SAM OPERATORS

"The Victory Model"

**Axis Rats on the Run
A Positive Sensation
A DeLuxe Conversion**

Unit consists of a new wooden fiber figure and wooden legs and tail. Figure reverses showing a Jap-Rat on one side and Hitler-the-Rat on the other. Beautiful new scenery and streamer in sixteen colors is furnished with each unit. All units thoroughly checked and ready for easy installation.

\$1500 For complete unit, F.O.B. San Antonio. Terms: 50% with order—payment in full saves C.O.D. fee. **SAMPLES SOLD WITH MONEY-BACK GUARANTEE**

DELUXE JAP CONVERSIONS FOR BALLY SHOOT THE BULL, BALLY RAPID FIRE, \$15.00 each with new scenery.

Bona fide distributors, write. Manufactured exclusively by

Harold W. Thompson
(Seeburg Distributor)

415 Carolina St. SAN ANTONIO, TEX.

Arcade Plea Voiced

LOS ANGELES—A special plea has been issued to Arcade Owners of California to join the California Penny Arcade Association and thereby benefit from the work that the Association is doing, and planning to do, in behalf of the owners and operators of Arcades.

Arthur Mohr, vice president and counsel of CPAA, intends to go to Washington before May 15th to appear before the House Ways and Means Committee and protect the interests of the Arcade owners.

"One Arcade Owner alone can save \$200 by having a short visit with Arthur Mohr," stated William Nathanson, president. "At the present time grippers, electric shock machines, Mutoscopes, Fortune Telling machines, vending tickets or cards are subject to the \$10.00 tax per machine per year, where in reality they are nothing more than vending machines vending electricity, cards, etc. Mohr will meet with a delegation from the New York Arcade Owners Association and plead for a fair tax program for the Arcade operator."

Membership in the Association is \$25 per year and members are acceptable from any part of the state of California. Regardless of the size of your Arcade and its location, the CPAA is interested in helping you and desires your cooperation. "Where can you hire legal talent to represent you in Washington for 100 times the \$25 fee?" declared Nathanson. Op-

erators are urged to get in touch with the Los Angeles office at 412 West Sixth Street without delay.

Slot Law In Mill

SACRAMENTO, Calif. — The legislative mill is grinding on the slot problem again and through Senate Bill 106, said to be sponsored by District Attorneys and Sheriffs, it is sought to ban slot machines from the state.

Bill was before the Senate Judiciary Committee April 12th and due to opposition of Senator Ralph Swing and Speaker Charles Lyon was froze in committee. Swing contended that there is a case pending before the courts which would clear up some doubt created by court decisions on the present law dealing with slots. He also argued that the bill went too far and included pin-ball machines and almost any other kind of coin-operated device.

Lyon attacked the bill on the ground that under the present law any efficient District Attorney can stop slot machines. Further, he maintained, this bill would stop the operation of pinball games, and that was not wanted.

Frank Coakley, spokesman for the District Attorneys' Association, said he would amend the bill to take out the marble games.

New Ordinance Set

LOS ANGELES—A new ordinance covering the operation of pin ball machines in the County of Los Angeles was adopted on April 6th by the County Board of Supervisors and will become effective May 6, 1943. Text of the new ordinance follows:

An ordinance renumbering section 58 of Ordinance No. 672, New Series, to be Section 199, renumbering section 59 thereof as originally enacted to be section 200, repealing sections 59, 60, and 62 thereof as added by Ordinance No. 3536, New Series, repealing section 61 thereof, adding thereto sections 58, 59, 60, 61, 62, and 63, and amending section 64 thereof relating to pin ball machines.

The Board of Supervisors of the County of Los Angeles do ordain as follows:

Section 1. Section 58 of Ordinance No. 672, New Series, entitled "An ordinance regulating and licensing certain kinds of business in the County of Los Angeles," adopted May 23, 1921, is hereby renumbered to be section 199.

Section 2. Section 59 of said Ordinance No. 627, New Series, which section was a section of the said Ordinance No. 672 as originally adopted on May 23, 1921, is hereby renumbered to be section 200.

Section 3. Sections 59, 60, and 62 of said Ordinance No. 672, New Series, as added by Ordinance No. 3536, New Series, and section 61 of said Ordinance No. 672, New Series, are hereby repealed.

Section 4. Section 58 is hereby added to said Ordinance No. 672, New Series, to read as follows:

Section 58. As used in this ordinance "pin ball machine" means any table game or device commonly known as a "pin game" or "marble game" or any claw, scoop, or grab machine, or any "horse racing" machine or game, or any device similar thereto, the operation, use or play of which is controlled by placing therein any coin, plate, disc, plug, key, or other device, or by the payment of any fee.

Section 5. Section 59 is hereby added to said Ordinance No. 672, New Series, to read as follows:

Section 59. Every person, firm, or corporation who keeps, maintains, possesses, or has under his control, either as owner, lessee, agent, employee, mortgagee, or otherwise, in any place except a building designed for and used exclusively for residence purposes or a part of a building where such part was designed for and is used exclusively for residence purposes and any yards or courts used exclusively appurtenant thereto, any pin ball machine, is guilty of a misdemeanor unless a current valid license stamp has been issued for such pin ball machine, and such license stamp is attached on the playing field of or, if there is no playing field, to the most conspicuous place on such pin ball machine.

Section 6. Section 60 is hereby added to said Ordinance No. 672, New Series, to read as follows:

Section 60. Upon the payment to him of a fee of twelve dollars the tax collector shall issue a pin ball machine license which shall be in the form of a stamp, and which shall authorize the operation of the pin ball machine licensed for one calendar year. Such license stamp shall be permanently affixed to the playing field of or, if there is no playing field, to the most conspicuous place on such pin ball machine.

Section 7. Section 61 is hereby added to said Ordinance No. 672, New Series, to read as follows:

Section 61. Upon the surrender to him of any pin ball machine license issued pursuant to former Section 59 of this ordinance, as amended by Ordinance No. 3973, New Series, which license does not expire until midnight December 31, 1943, without requiring the payment of any further fee the tax collector shall issue a pin ball machine license stamp good only for the calendar year 1943.

Section 8. Section 62 is hereby added to said Ordinance No. 672, New Series, to read as follows:

Section 62. A pin ball machine license is good only for the pin ball machine for which issued and may not be transferred from one pin ball machine to another, but is good for such machine during the calendar year for which issued unless sooner surrendered, cancelled, suspended, or revoked, regardless of any change in location, title, possession, or ownership of such pin ball machine.

Section 9. Section 63 is hereby added to said Ordinance No. 672, New Series, to read as follows:

Section 63. A pin ball machine license does not authorize the use, keeping, operation, placing, or maintenance of the licensed pin ball machine in violation of any of the provisions of any one or more of the following:

(a) Section 330a of the Penal Code of the State of California;

(b) Any section enumerated in Part 1, Title 9, Chapter 9 of the Penal Code of the State of California;

(c) Ordinance Number 141 (New Series) of the County of Los Angeles, entitled "An Ordinance against keeping or permitting to be kept places for playing certain games and prohibiting the playing or betting at such games in the immediate vicinity of Soldiers' Homes," adopted May 22, 1906;

(d) Ordinance Number 461 (New Series) of the County of Los Angeles entitled "An Ordinance Prohibiting the Dealing, Playing, Carrying on or Conducting of Games of Chance," adopted March 19, 1917;

(e) Ordinance Number 2311 (New Series) of the County of Los Angeles, entitled "An Ordinance Prohibiting Certain Games of Chance in the unincorporated territory of the County of Los Angeles, and repealing Ordinance No. 2308 (New Series), adopted August 16, 1933," adopted August 21, 1933.

Section 10. Section 64 of said Ordinance No. 672, New Series, is hereby amended to read as follows:

Section 64. The Sheriff shall destroy any pin ball machine which is used, kept, placed, or maintained in violation of any statute, or of this or any other ordinance after any person, firm, or corporation, owning, possessing, or having control of such machine has pleaded guilty to, or has been convicted of such violation and such violation has become final.

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Late Slots, 25c, 50c and \$1
Late Bally One Ball Machines
Mills 3 & 4 Bells
Keeney 3 & 4 Way Super Bells
Mutoscope Voice-o-Graph
Scientific Pokerino
Photomatic Photo Frames
Eastman Direct Positive Paper
Late Phonos
Kirk Night Bomber

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ARCADE EQUIPMENT

ALL EQUIPMENT COMPLETELY RECONDITIONED

Muto. Pistol Sniper, FS.....\$350.00	Warner Voice Recordio.....\$450.00
Muto. Strength Tester..... 275.00	Groetchen Tool Metal
Muto. Punching Bags,	Typar..... 75.00
2 Mo. Old..... 275.00	10,000 Metal Discs..... 600.00
Exhibit Muscle Builder,	Keeney Bowlettes..... 90.00
2 Mo. Old..... 225.00	Rocko Ball Juniors..... 60.00
Bally King Pin, FS..... 160.00	Western Baseball..... 65.00
Scient. Batting Practice..... 145.00	Keeney Anti-Aircraft..... 54.00
Seeburg Jail Bird..... 145.00	Jungle Dodger..... 45.00
Seeburg Chicken Sam..... 135.00	Shipman Peak Machine..... 35.00
Exhibit Foot Ease..... 125.00	Bally Ranger..... 27.00

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133 EAST 2ND SOUTH

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RADIO TUBES

\$1.35 net each

SEND NO DEPOSIT

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ABOUT 1/2 METALS AND 1/2 GT'S

— Rationed Five Per Order —

Orders for five 6SC7 tubes not combined with other tubes will be shipped promptly—BUT—our cost on 6SC7 tube was so high that we will be shipping you without making a profit. So give us a break and look over your tube stock and see what else you need. OUR COIN TUBE STOCK IS COMPLETE with the exception of type 2A4G—none on hand as this ad goes to press.

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"The Coin Tube Man"

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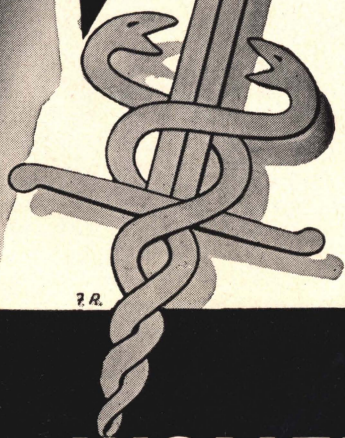
COIN
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REVIEW

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FOR
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1943

With your aid we shall be

VICTORIOUS *in the fight against* **CANCER**



If you live in the Metropolitan Area, address
New York City Cancer Committee, 130 East 66th
Street. Package labels and the Quarterly Review
will be sent you for your dollar.

Enlist in the
WOMEN'S FIELD ARMY

THE AMERICAN SOCIETY FOR THE CONTROL OF CANCER, INC.

350 MADISON AVENUE, NEW YORK, NEW YORK

COIN
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FOR
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1943

OUTLOOK (Continued from Page 11)

ness will be forced to do likewise. As a result, there are at the present time many machines in storage, and they probably will not re-appear again until after the war. There does not seem to be any demand by present operators for more machines, and any operator trying to sell his equipment, must be satisfied with a small fraction of his machines' real value.

The jobbers who have catered exclusively to the merchandise vending machine operators, have been hard hit. Their problem has been in securing merchandise to sell, and also the fact that many of their former customers are now out of business. Some of those who are still in business have taken on other lines, thus leaving the business from operators revert back to the older established jobbers.

One of the most vital factors, promoting the welfare of the operator, is now, as in the past, the vending machine operators "Associations." It is through the activities of these Associations, that there is a friendlier feeling among those engaged in the same business; but more important, has been the actions taken to correct injustices aimed against our means of making a living. It is usually the "Association" that goes to bat for all of us, when a license hungry city or town proposes to tax us out of business. Too often, there are operators who sit on the side-lines and receive these benefits, without adding any time, money, or effort of their own. It is unfortunate that this is the case, as it seems that it would only be good business to be associated with an organization which is formed to best serve your needs. YOU need the Association, and the Association needs YOU.

The outlook for the vending machine operator, after the war, is difficult to forecast. If conditions are similar to that which prevailed after the last war, it would be easy. As I started operating vending machines in March, 1919, I can tell you briefly how conditions were then.

At that time there were comparatively few merchandise vending machines, as we are used to seeing them today. The most common machines observed at that time were those selling stick gum, such as Wrigley's Zeno, Stollwerck and Pulver. Ball

Don't Pass Up These Buys

ARCADE EQUIPMENT

Gottlieb Skee Ball Ettes.....	\$ 89.50
Western Baseball.....	99.50
Rock-Ola Ten Pins.....	49.50
Keeney Anti-Aircraft Gun.....	44.50
Scientific Batting Practice.....	89.50
Chicago Coin Hockey.....	189.50
Jap Gun (Manikin Conversion).....	149.50

USED PHONOGRAPHS AND PHONOGRAPH EQUIPMENT

Rock-Ola DeLuxe, Plain.....	\$169.50
Rock-Ola DeLuxe, remote control, with dial a tune.....	239.50
500 Wurlitzer.....	189.50
600 Wurlitzer.....	159.50
Seeburg Hi Tones, 8800 E.S.....	375.00
Seeburg Hi Tones, 9800 E.S.R.C.....	425.00
Mills Throne of Music.....	149.50
Tone O Lier Speakers.....	49.50
Used Rock-Ola 1501 Wall Boxes.....	19.50
New Rock-Ola 1503 Wall Boxes (To Be Used With Commandos).....	35.00
5-wire Cable, per ft.....	.15

CONSOLES

Bally Club Bells, Brand New, Original Cases, Latest Models.....	\$299.50
Used Bally Club Bells.....	185.00
Used Bally High Hands.....	119.50
Used Jungle Camp.....	89.50

COUNTER GAMES

Non Coin Operated Manuals, New, 2 for.....	\$ 34.50
Daval Rex, New, Singles.....	10.00
4 for.....	37.50
Tit Tat Toe, Used.....	7.00
Lucky Smokes, Used.....	7.50
Daval Aces, Used.....	5.00
Daval 21s, Used.....	7.50

While they are still available, order **BALLY CLUB BELLS, (NEW, in Original Cases)** **\$299.50**

USED PHONOGRAPH DEALS

ROCK-OLA SPECTRAVOX AND MONARCH	
4-1501 Rock-Ola Wall Boxes	
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ROCK-OLA DELUXE, R.C. DIAL-TUNE	
5-1501 Rock-Ola Wall Boxes	
1-1502 Rock-Ola Bar Box	\$329.50

SINGING TOWERS (Good As New).....	\$169.50
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ROCK-OLA SUPER With Adapter	
4-1501 Rock-Ola Wall Boxes	
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Send 1/3 deposit, balance C.O.D. or sight draft

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1943

gum was just beginning to gain popularity, and sold readily at 1c a ball. It was not until several years later that the 1-2-3 machines appeared. The machines most commonly used by operators then, were the Advance and Columbus. Ball gum sold for 30 to 35c a box. There were very few peanut machines operated, and practically no candy machines. One vending item which was very popular then, but has since almost disappeared, was the 1c box of safety matches.

The first few years after the last war,

were, what old-time operators now wistfully recall, as the 'good old days.' Money was very plentiful, wages were high, and everyone had money to spend. Some cities were even so modern then as to require a license for operating machines.

What the future holds for operators of vending machines? Your guess is as good as mine.

* * *

It's no use for a girl to be as fit as a fiddle if she has no beau.

IDEAL BARGAINS IN IDEAL EQUIPMENT

NEW REBUILTS—5 BALL FREE PLAY GAMES

Action (formerly Stars).....	\$135.00	Grand Canyon (form. Double Play).....	\$169.50
All-Out (formerly Crossline).....	127.50	Jeep (formerly Duplex).....	135.00
Arizona (formerly Sunbeam).....	165.00	Liberty (formerly Flicker).....	109.50
Destroyer (formerly Cadillac).....	127.50	Midway (formerly Zombie).....	139.50
Eagle Squadron (Big Town).....	122.50	Paratroops (formerly Power House).....	127.50
Santa Fe (formerly West Wind).....	175.00	Torpedo Patrol (formerly Formation).....	127.50

BOWLING ALLEYS (ALL A-1 RECONDITIONED)

Evans Duck Pin Alley (Automatic Pin Setter), 54 Ft. Portable, 6 Parts, Alley Resurfaced Like New (Uncrated).....	\$450.00
Rock-Ola Ten Pins, Repainted in Red, White and Blue, with Army and Navy Decals. Look and Operate Like New.....	69.50
Evans Ten Strike, 5c Free Play, Look and Operate Like New.....	89.50
Western DeLuxe Baseball, Repainted and Reconditioned Like New.....	89.50

SPECIAL GUNS (ALL A-1 RECONDITIONED)

Keeney Anti-Aircraft. Cabinets Repainted Red, White and Blue. All New Parts. (Army and Navy Decals.) Look and Operate Like New.....	\$ 69.50
Keeney Targette Gun—Jap Head.....	75.00
Jap Guns with Base. Cabinets Repainted Red, White and Blue. All New Parts. Shoots 20 Rifle Shots, then 45 Shots Like Machine Gun. Look and Operate Like New.....	139.50

Terms: 1/3 Deposit, Balance C.O.D.

Send for Our Complete Price List on Any Coin-Operated Machines You are Interested In.

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LARGE STOCKS OF PROFITABLE PUSH CARDS

MONEY CARDS: 100-Hole PUT & TAKE, 240-Hole PLAY POKER, 100-Hole BASE-FOOT-BASKETBALL, etc. Good profit, low cost.

CIGARETTE CARDS in 50, 150, 200 and 240-Holes. All fast play, good profit.

Write at once for information on our 600-HOLE CARD. Does the job punch boards did. In stock at reasonable prices. Free catalog on request.

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Eau Claire, Wis.
"The Push Card House"

Important Notice

For the duration of the War the Los Angeles offices of THE REVIEW will be open from 12 a.m. to 4:00 p.m. only each day. Switchboard service will be from 10 a. m. to 4:30 p. m. and the offices will continue to close all day Saturday.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



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Mape Music Has the
Buys!"**

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When we went into the Used Amusement Machine business we didn't expect to set the world on fire or rock the industry with unheard of price quotations on equipment. We intended to follow the same tried-and-proven method of selling we have always employed . . . that of offering equipment to our customers which we ourselves would be happy to get at the prices quoted if we were the buyers instead of the sellers.

Every piece of equipment we offer for sale has had the same thorough Mape reconditioning and overhauling attention as have the phonographs you have purchased from us in the past. We positively will not misrepresent and the equipment listed below is guaranteed to be exactly as represented or your money refunded. You're sure of quality merchandise . . . the best the current market affords . . . at the very lowest price consistent with such a rock-clad guarantee . . . when you order from Mape Music.

We direct your attention to the following pieces on hand and ready for immediate delivery. Quotations are subject to stock on hand, so don't delay:

NEW! IN ORIGINAL CRATES

BALLY CLUB BELLS.....WRITE	WURLITZER MODEL 43 VICTORY PHONOGRAPH.....WRITE
JUMBO PARADE, Cash Payout.....WRITE	WALL-O-MATIC, Wireless Boxes, 5c.....WRITE
ROCK-OLA COMMANDOSWRITE	BAR-O-MATIC, Wireless Boxes, 5-10-25c.....WRITE

RECONDITIONED EQUIPMENT

1 WURLITZER 800, Complete with Wurlitzer Adaptor.....\$425.00	5 CHICKEN SAM GUNS.....ea. 159.50	1 JENNINGS 50c GOOSE- NECK 175.00
1 WURLITZER 700, fine cond. 289.50	1 SEEBURG CHUTE THE CHUTES GUN..... 159.50	1 WAR EAGLE, refinished.... 115.00
1 SEEBURG CONCERT MASTER, R. C. 350.00	1 WURLITZER 1936 SKEE- BALL, Clean 75.00	2 5c GRAY FRONTS.....ea. 85.00
1 SEEBURG GEM with 30-wire Adaptor 189.50	1 SCIENTIFIC BATTING PRACTICE 119.50	5 SARATOGAS, Cash Payea. 84.50
5 9800 SEEBURG RC. (Available April 26th).....WRITE	1 BALLY BULL GUN..... 69.50	1 BALLY CLUB BELLS, like new 249.50
2 KEENEY AIRCRAFT GUNS, refinished.....ea. 64.50	1 PACES RACES, black model, new tubes.... 75.00	Used WALL-O-MATIC BOXES..WRITE
		BUCKLEY BOXES, late model..WRITE
		SHIELDED WIRE.....per foot .10

AND — Don't Forget the Best Buy of the Month . . .

UNITED STATES WAR BONDS and STAMPS

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Los Angeles, Calif.

MUSIC

Wurlitzer Turns Over Western Territory to Don W. Clark

LOS ANGELES — Announcement has been made by the Rudolph Wurlitzer Co. of the appointment of Don W. Clark as exclusive Wurlitzer representative in the states of California, Oregon, Washington, Montana, Idaho, Nevada and the Territory of Hawaii and Alaska. Operating under the name of the Clark Distributing Co. with offices in Seattle, and the California Simplex Distributing Co. with offices in San Francisco and Los Angeles, Clark will have charge of the sales and representation on Wurlitzer for this vast western area.

For the past five years Clark has had the Wurlitzer representation in the New England states and maintained offices in Boston. His record of sales and service to Wurlitzer customers was unequalled and won for him the regard and admiration of coinmen everywhere. Upon taking over the Western representation his New England business was sold to W. S. Redd.

After leaving the University of Wisconsin where he specialized in Accounting, Clark immediately affiliated himself with the music business and took his first position with the Taylor Electric Co. of Madison and Milwaukee. From there he went into the distributing business for himself in 1929 starting out in Omaha, Nebraska, and later moving to Boston.

In his work with, and for, music operators in the New England states his tax clinic work is particularly outstanding. Held in the spring of the year the clinic was organized to help operators solve their taxation problems and prepare their tax reports and take advantage of all possible deductions and savings. Through his own accounting experience and with the assistance and co-operation of other experts, Clark worked out tremendous savings for his customers and provided his customers' auditors with information and helps that would aid them in continuing his tax saving program.

"The organizations of Clark Distributing Co. and California Simplex Distributing Co. are ready to serve the Wurlitzer music operators in the West," stated Clark on taking over. "Our policy is to aid and cooperate with those authorized Wurlitzer operators who believe in the future of the coin operated music business and who are interested in sound business methods for the good of the industry and in building a strong, profitable business for themselves."

Clark will make his headquarters at the San Francisco office where three floors of the building at 415 Brannan Street are being given over to the production and as-

sembly of the Model 43 Wurlitzer Victory Phonograph. From this plant the Los Angeles and Seattle offices will be supplied.

In Seattle, offices have been opened at 906 Elliott Avenue, West, under the management of E. L. Horiskey, who has been connected with Clark for the past five years. In Los Angeles the present personnel is being retained with Russell Smith managing the branch office.

Petrillo Meet Set

NEW YORK.—James C. Petrillo, stormy prexy of the American Federation of Musicians, has agreed to meet with the representatives of eleven recording and transcription firms on April 15th for a discussion of the desires and wishes of all concerned towards the settlement of the recording ban invoked last August.

In past weeks Petrillo and the discers have parried back and forth with suggestions as to a workable plan and it is believed that something tangible will result from the April 15th meet.

Gutshall Burglarized

LOS ANGELES — Thieves pried open the back window of the Jack Gutshall Distributing Co. during the early morning hours of March 30th and helped themselves to a variety of equipment and supplies.

That the job was done by individuals unfamiliar with machine values was evidenced by the unusual assortment of material moved out. Missing items included new Buckley Gold lite-up boxes, 3 new Packard boxes, 2000 Bennett needles, a Mills Empress, serial number 10220, 8 phonograph records and sundry other items.

Apparently the thieves had been frightened away for an assortment of merchandise assembled at the back door for loading into cars or trucks was left when they made a hurried getaway.

Jack Gutshall requests that operators and jobbers be on the lookout for a Mills Empress bearing the 10220 serial number and communicate with him immediately if found.

Pick Jimmy Dorsey

NEW YORK.—The 5,000 WAVES and SPARS at the U. S. Naval Training School have overwhelmingly elected Jimmy Dorsey their favorite bandleader.

The Naval auxiliary girls voiced their preference when Dorsey formally opened the WAVES-SPARS Record Lounge for which Jimmy had campaigned.

Gaunt Optimistic

LOS ANGELES — "Business has never been better for the average operator than it is today," declared Fred Gaunt of General Music Co., when interviewed by a REVIEW reporter. "Operators are making the most of the opportunities presented and through the helpful cooperation of their jobbers and distributors are realizing more profit from their operations today than they have ever thought possible. It is my belief that the operators in the business today will be the important operators of the post-war period, for they are retiring obligations on equipment purchased before our active participation in the war and are saving towards the day when new equipment will again be plentiful.

"It's heartening to see the programs some of the boys have laid out," continued Gaunt. "A major portion of them are using War Bonds as a means of accumulating the funds they know they will need some day to take advantage of the varied, new equipment certain to make its appearance. They believe, as do we, that the post-war period will see many new innovations in our industry and an array of new and revolutionary equipment undreamed of today. Then too, we believe operating conditions will continue as good for the operator as at the present time."

General Music, in both its Los Angeles and San Francisco offices, has been enjoying a heavy sale on new and reconditioned equipment of all types during the past month.

Record To Build Ship

LOS ANGELES—Tommy Dorsey and his Victor record hit, "There Are Such Things," which recently sold its 1,000,000th copy, have indirectly entered the warship-building industry.

"Shipbuilder" Dorsey has donated to Chicago's current fund-raising campaign to replace the lost cruiser "Chicago" the gold-plated record representing the 1,000,000th pressing of "There Are Such Things," which Victor presented to him last week. The gold-plated disc will go to the war bond bidder pledging the most funds to the "Chicago" campaign.

T. D. received the award in two special ceremonies on the Coast. Harry Myerson, RCA Victor's West Coast representative, made the presentation on behalf of the record company at Los Angeles Orpheum Theatre, where Tommy is currently appearing, and later on Tommy's NBC broadcast. Private Ziggy Elman, who was trumpet man with Dorsey on this recording, was guest "Soldier in Uniform" performer on the broadcast and soloed his own composition, "And the Angels Sing."

Tommy and his orchestra recorded the Adam-Baer-Meyer hit tune in July, 1942, and it was released two months later. It soared to the best-seller list during the first week and passed the one million mark last month.

* * *

The time when most men suffer from car sickness is once a month, when they get the notice that another payment is due on it.

COIN
MACHINE
REVIEW

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FOR
APRIL
1943

SHELLEY RADIO COMPANY

Western Distributors: KEN-RAD TUBE AND LAMP CORPORATION

645 South Sepulveda Blvd.

ARIZONA 38065

West Los Angeles, Calif.

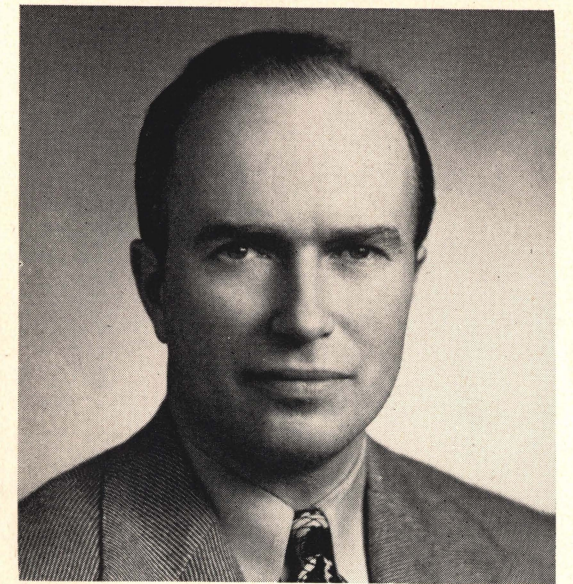
Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

281 Years of Combined Musical Experience Are Now Ready to Serve the Wurlitzer Operators of the West!

The organizations of Clark Distributing Co. and California Simplex Distributing Co. are ready to serve the Wurlitzer Music Operators of the States of California, Oregon, Washington, Idaho, Nevada and Montana. Our policy is to aid and cooperate with those Wurlitzer authorized Operators (large or small), who believe in the future of the coin operated music business and who are interested in sound business methods for the good of the industry and in building a strong, profitable business for themselves. To those music operators we pledge our cooperation and help in their problems of parts, service, finances, taxes (income and all other types), training of manpower, bookkeeping methods, and most important of all the proper merchandising of MUSIC to the public to produce the greatest income in every location.

Some operators are aware of the unequalled opportunity for expansion that exists today. The Wurlitzer "43" Victory Model has already proved itself one of the greatest money makers, with the finest tonal quality and the most service-free mechanism that was ever on location. The "43" Victory Model and all types of remote control equipment available can pay for themselves long before new equipment will again be manufactured. The income they can produce in proportion to their cost is the greatest in the history of music business.

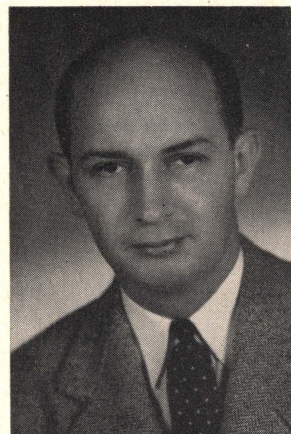
At your first opportunity come in and sit down with us so that we may have an opportunity to show you how this whole program can work for you.



DON W. CLARK

Owner of California Simplex Distributing Co. and Clark Distributing Co. was formerly distributor for Wurlitzer at Boston, Massachusetts, for the New England States. Years of experience in merchandising and in the music business are back of a sound constructive interest in working closely with Wurlitzer Operators to build their business.

Meet the Staff Of Our West Coast Organization:



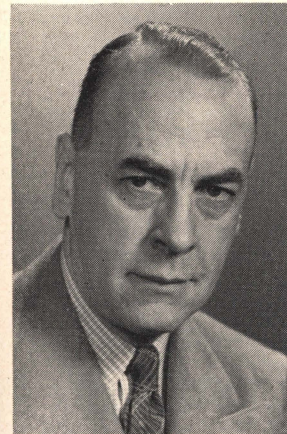
RUSSELL SMITH

Russell Smith, manager of the Los Angeles branch for the past three years, is well known to the operators of that section for his sincere interest in helping Southern California Wurlitzer Operators. "Russ" is an old timer with the Rudolph Wurlitzer Co. even before coming to Los Angeles.



BEATRICE GERSON

Miss Beatrice Gerson, office manager of Los Angeles Branch, is well acquainted with the problems of music operators and in her pleasing way will make your call there both pleasant and profitable.



ED HORISKEY

"Ed," E. L. Horiskey, manager of Seattle Branch, has been a key man in carrying out Clark Distributing Co. policies for the past five years. Northwest Operators will get to know him as sound, straightforward and one they can depend on.



JEAN ORRI

Jean Orri, manager of Production of the 43 Victory Model at the San Francisco plant, is doing an outstanding job under the Modernization Program in turning out the best phonograph ever to carry the Wurlitzer name.



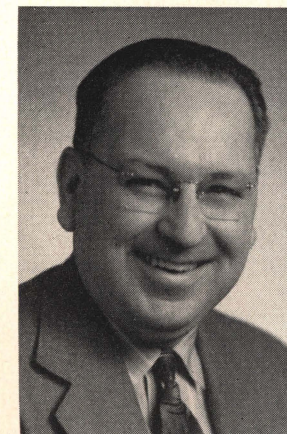
WALTER REHDER

Walter Rehder, general office and credit manager, headquarters at San Francisco office. Three years of experience in his position, working closely with Wurlitzer Operators, and years of experience in accounting has led those who know him to rely on him completely.



H. G. DeGOVIA

H. G. DeGovia, in charge of the service department in the Los Angeles office, is an expert amplifier and remote control man. He knows phonographs from the bottom up, having started out as an operator eight years ago.



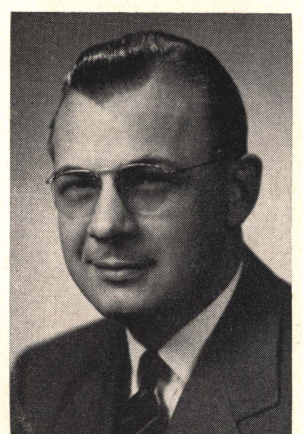
MYRL PARKS

Myrl Parks, in charge of sales in San Francisco territory, is an old timer in the operating business. His reputation for helping Wurlitzer Operators in service and location problems has made him a friend of hundreds of operators.



LOUIS ROMERO

Louis Romero has been in charge of the stock room and assisting in the service department of the Los Angeles office for the past three years. He is one of the old timers in the business, having first become associated with the phonograph industry eight years ago.



WENDELL ALLEN

Wendell Allen, service and parts manager at the San Francisco office, has done an outstanding job at the position with Clark Distributing Co. for three years. His wide knowledge of Wurlitzer equipment and his sincere cooperation has made him a lot of Operator friends.

CALIFORNIA SIMPLEX DISTRIBUTING CO.

Phone Sutter 5342
415 Brannan Street
SAN FRANCISCO

Phone Richmond 0196
1348 Venice Boulevard
LOS ANGELES

CLARK DISTRIBUTING COMPANY

906 Elliott Avenue, West

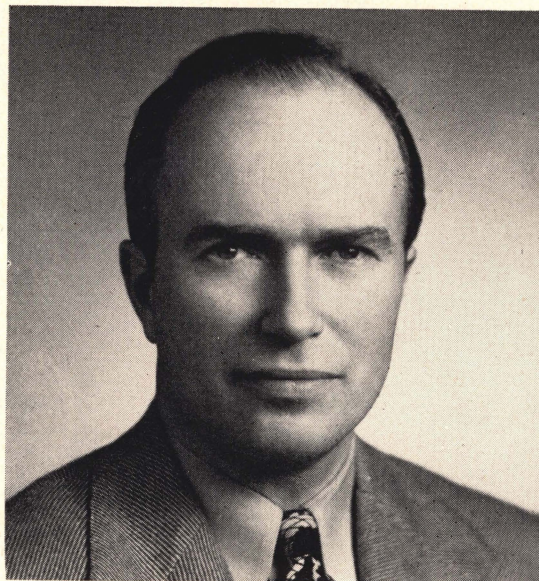
SEATTLE, WASHINGTON

Phone Garfield 0930

sical Experience the Wurlitzer West!

be aware of the unequalled opportunity for expansion that exists to-
' Victory Model has already proved itself one of the greatest money
tional quality and the most service-free mechanism that was ever on
ory Model and all types of remote control equipment available can
before new equipment will again be manufactured. The income
portion to their cost is the greatest in the history of music business.

tunity come in and sit down with us so that we may have an oppor-
this whole program can work for you.



DON W. CLARK

Owner of California Simplex Distributing Co. and Clark Distributing Co. was formerly distributor for Wurlitzer at Boston, Massachusetts, for the New England States. Years of experience in merchandising and in the music business are back of a sound constructive interest in working closely with Wurlitzer Operators to build their business.

est Coast Organization:



H. G. DeGOVIA

H. G. DeGovia, in charge of the service department in the Los Angeles office, is an expert amplifier and remote control man. He knows phonographs from the bottom up, having started out as an operator eight years ago.



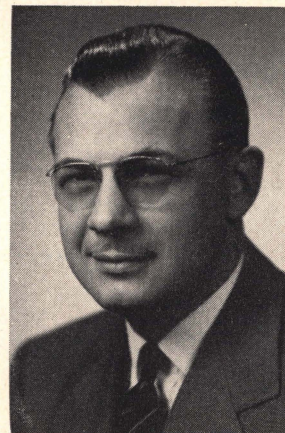
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CLARK DISTRIBUTING COMPANY

906 Elliott Avenue, West

SEATTLE, WASHINGTON

Phone Garfield 0930

Mention of THE COIN MACHINE REVIEW is your introduction to our advertisers.



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950	575.00
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BRAND NEW PACKARD PLA-MOR BOXES, While They Last	\$39.95	BRAND NEW BUCKLEY LITE-UP BOXES...WRITE	
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WURLITZER ADAPTERS \$25.00 EACH

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The Tube Situation Today

by **W. R. BURTT,**
WICHITA, KANSAS

A BETTER title for this article might have been "How to Win Radio Distributors and Influence Tube Shipments" or "Beating the Black Market in Tubes" or "Travels of a 6L6G Tube."

The manufacture of tubes requires man power and critical materials. The country being short on both, we can't expect to

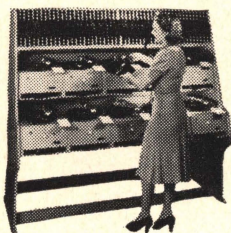
Win the War if every tube distributor's shelves are loaded with "just the tube you want when you want it." However, more tubes than ever are being manufactured today as the armed forces use tremendous quantities and must, of a necessity, have on hand, wherever needed over the globe, spare tubes for each fighting machine, radio

and transmitter. And so, half a million civilian radios per month are going out of commission for lack of tubes—and that's as it should be until our big job is done.

The coin machine operator is out of business when he can't secure radio tubes. Fortunately, the coin operator uses only a few tubes which are used in huge quantities by civilians and the armed forces. In other words, the coin operator uses in fair quantity many tubes which radio tube distributors class as "slow movers." Therefore it has been possible to collect quantities of "Coin Tubes" from distributors over the country. Naturally, an operator with 75 phonographs couldn't write to the 1600 tube distributors in the U. S. asking for shipment on a hundred tubes; but five or six firms did take this job on and now supply the coin trade with the tubes which they have collected. Roughly, I would estimate that tubes could be collected from distributors over the country for another 90 days, and then these slow moving stocks for distributors will have become exhausted.

It is, of course, a different picture, when the coin tube market conflicts with the fast moving civilian replacement tubes. Now the battle becomes royal, and we have to

(See TUBES, Page 24)



WIRED MUSIC BARGAIN



Used Rock-Ola Mystic Music set consisting of Central Station and ten Glamour Tonecolumn Location Units (specially built for wired music operation). In excellent condition. Quotation on request.

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COIN MACHINE REVIEW

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Los Angeles, Calif.

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of

**BENNETT DELUXE
4000 PLAY NEEDLES
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Factory Representative for
11 Western States

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Thoughts and Views On Operating Music Today

by E. T. MAPE

(NOTE—E. T. Mape is one of the West's most popular coin men having been active in the industry for a number of years. His experience covers every phase of the coin machine business from operating one of the largest routes of devices in central and northern California to becoming exclusive distributor for Seeburg phonographs in California, Arizona and Nevada in recent years. He is eminently qualified to write on this subject and the advice given in this informative article is most timely and beneficial to today's music operators.—THE EDITORS.)

R. PAUL BLACKFORD, the Editor of this publication, has asked me to write an article, assigning to me the subject in the above heading. I do not know how the good editor found out that I was a writer but I am one, and the only reason that I failed to follow the profession is that I could never find an editor who was willing to pay me more than I was worth as a writer and subsistence for me was not possible unless I would be grossly over-paid in that profession.

This article is written gratis so the price is right; it costs the editor nothing, it costs me nothing, it only costs the operator his time if he reads it. Well, Mr. Operator, much to my surprise you are reading it, aren't you, so I better start writing.

Inasmuch as we are primarily interested in the music business, I will endeavor to confine my remarks to operating as it applies to the music business. Never in the history of coin operating has the operator been confronted with more perplexing problems, yet never before has the operator been in a more enviable position than he is at the present time. He is making more money today than he ever made before and the opportunity of making still greater returns is here if the operator will take advantage of the opportunity.

There will be no more new equipment manufactured for the duration, consequently, the operator will have to do the best he can with the tools that he now has. Fortunately, most music equipment has been built by reliable manufacturers, it is well-constructed and with diligent care it can be kept in good operating condition for a long time. Therefore, the first concern of every good operator should be that he take the best possible care of his equipment, keep it clean, well-oiled, and replace worn parts while parts are available. In other words, take good care of your equipment and it will take good care of you.

This business like any other business rewards the industrious and it will reward and pay handsome dividends to the operator who will put honest and intelligent effort into his work. There is little profit in the business for the negligent or the careless. Scarcely a day passes that most operators could not have rendered better service or have done a better job and made more money. It is far better to take a few locations and do a good job than to have many locations and neglect them. Service is

the thing that you will have to sell and you should be selling it everyday.

In our observations we have generally found that the operator who is always having most of the tough luck losing locations, etc., is the one who is trying to get by with as little effort as possible. He is like the fellow who plows up a nice plot of ground, carefully prepares the soil and plants the best seeds that he can find and then sits back and waits for his harvest. He has made a wonderful start but he has failed to follow through and the chances are that when harvest time comes he will have developed a wonderful crop of weeds. The same thing happens to the operator who buys a fine piece of equipment, puts it on location, expects the machine to do the



E. T. MAPE

rest, but then neglects it; two things always happen to him. First, he will fail to make any money; secondly, the location is soon dissatisfied with him and out he goes, charging his failure to bad luck instead of negligence and indifference.

The principal reason for having equipment and operating it is for the prime purpose of making money. There is no operator in the business today that could not make more money with his equipment than he is now making if he would get his just share from those cash boxes. Inflation has made steady progress in all of your expenses; the records cost more, your serviceman costs more, parts, in fact all of your expenses have gone up and most of you are still operating on the same basis of commission to the location that you were operating on prior to inflation. Most operators are sticking to 50 per cent commission deals to locations so religiously that it would almost seem that 50 percent is a ceiling as far as commissions are concerned.

Operators as a rule are timid when it comes to reducing commissions to locations. It is time that they should discard some of this timidity and get a greater

share from that old cash can. If ever there was a time or an opportunity to adjust commissions with your locations it is now. It is not possible to get more than 5c per selection but it is possible to increase your returns very materially by properly adjusting your commissions with the location. Ordinarily this adjustment would be a little more difficult than it is at the present time. Right now there is very little competition in the music business, there are no new models coming in to the market to bump you out of your spots. The thing that has always held you back from getting the proper commission was fear that some operator with a new machine would take your spot if you asked the percentage that you know you are entitled to. In reducing your commissions to the locations there is a possibility that you might lose a small percentage of these locations but this would much more than offset by your increased "take." Furthermore, you would have this additional equipment to move into spots where it would be earning the proper commission. **This is the logical time to make these adjustments and if you are wise you will do it now.**

This task is not as difficult as it sounds. Get your selling arguments ready, you have many of them, explain to your location that you have increased costs, etc., and point out to him where it is necessary for you to reduce the commissions you have been paying him if you are to continue and maintain good service. Your location is paying more for every service that he gets than he formerly paid and there is no good reason why his music should be an exception. Here is a little verse that might be well for you to memorize and keep in the back of your mind at all times when talking commission:

Count that day as lost,
Whose low descending sun
Finds commissions shot to hell,
And business done for fun.

Some day your equipment will have to be replaced, we don't know when that time will be but undoubtedly it will be within a few months after the War is won. There is no question but what there will be some great developments in the music business. The manufacturers during this period have their engineering departments still working on development of new things, and we hear rumblings of new developments that will change the picture of the music business everyday. These new things will not necessarily take all of the locations in the country at once but they will come gradually and naturally your best locations will insist on having these new things; and you will want to give these new things to your better locations consequently you should be building up a reserve to meet this situation when it comes.

Right now you are making money and it is not necessary for you to spend it on equipment at the moment and this gives you a wonderful opportunity to build up a reserve to meet this situation when it comes.

All things must end whether they be good or bad and now, patient operator, here's the end. If I left any thoughts with you that will make you more happy or add more chips to your stack, I am glad.

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TUBES

(Continued from Page 22)

scratch our bald heads and do a little scheming. Let's assume that 6L6G tube is released by mere dribbles from the factories for civilian use, and that it is a fast mover in both the coin trade and radio service trade. Naturally, what few come to a Des Moines distributor, for example, he is going to save for his local trade. Now let's try to "talk him out of" 25 for the coin operator in Houston. He won't sell—bid what you will! Not being able to offer him money, we must find a tube that he wants worse than he does the 6L6G.

So, when you write those 1600 tube distributors, lay aside about \$10,000.00 to buy some "Horse Tradin' Tubes." List plenty of tubes that your coin market doesn't use, and bid high on about 10 tough civilian types. Elizabeth, New Jersey, sells you 400 type 35L6GT; Atlanta wants these and will

ship 12SQ7's in exchange; Chicago will swap 6K7GT tubes for 12SQ7 (now we hit with a coin tube); and the man in Des Moines will give his hat plus 25 type 6L6G tubes, if we could let him have just 25 of those 6K7GT tubes that came in from Chicago. Well, we did get those 6L6G tubes, didn't we? And that's the way it goes—goes by 'phone, Western Union, and Special Deliveries. It's a dizzy biz.

What's "Flow Rate"? It's the rate at which a certain type tube sells monthly to the coin tube market. Is it steady? Fairly so, on the consistent fast movers, but it's the slow movers that trip you. Let's call a tube type "A" and assume that for six months sales have averaged 15 units per month. So you stock the minimum of 30 of this type—and then the seventh month you get three orders the same day calling for 25 of each! You're stuck. On a fast moving tube, let's assume that ideal stock at the beginning of a month should be 2500. This has proved itself to be a safe figure for a sixty day run. But the tube gets "tight" all over the country during the month, and the operators with good local tube connections can't buy it from his favorite distributor, and turns to the "Coin Tube Distributor." The 2500 melt in a ten day period, and frantic wires go out in groups of ten at a time, spaced four hours apart, trying to bolster the fast dwindling stock of the Coin Tube Distributor.

Uncle Sam's standardization program calls for 117 types for civilian use. Thirteen coin tube types will no longer be manufactured, but we believe suitable substitutes can be found for these 13 types.

In conclusion we would like to urge operators not to overstock through panic.

Keep not more than sixty days' supply ahead. Otherwise the market tightens just that much faster, and an operator in Las Vegas may have to shut down if you bought a twelve month supply.

St. Louis

ST. LOUIS.—The regular March meeting of the Missouri Amusement Machine Association was held at the DeSoto Hotel in downtown St. Louis with over sixty firms in the industry represented. Several new developments in the Petrillo record matter were discussed and explained by members of the group. A new price proposition on the Bennett '4000' Needle which had been distributed at a previous meeting was gone into.

The favorable publicity which the M.A.M.A. received by the donation of games, phonographs, services and other equipment to the Arcade which was set up to help the Infantile Paralysis Fund next door to Loew's State theatre was pointed out to the assembled members and a hearty thanks for the cooperative attitude shown was extended.

The group was also told that the Office of Defense Transportation has ruled that they must carry their certificate of necessity on their trucks at all times and that the certificate must be filled out for every trip made. Field inspectors are stopping trucks to make a spot check and are able to take up gas coupons if the above mentioned procedure is not followed. Members were told to bring their certificates to the next meeting if they need help in filling them out or are puzzled at all about the matter. Several other features were discussed which were of a tentative nature. The meeting wound up with a midnight lunch.

Private George, son of Louis George of the Canton Automatic Phonograph Co., of Canton, Ohio, visited members of the industry while on leave from an Army Camp near St. Louis. Don W. McFarland, operator of Galesburg, Ill., was another out of town visitor to drop around to see local coinmen. Joseph Pesking, one of the largest phono operators in the industry, was in St. Louis in mid-March on a shopping trip.

Whitey Lemkuhl, prominent St. Louis operator, dropped around to see Dan Baum at Aristocrat Cabinet Co. to place an order for 16 Aristocrat Cabinets. Nick Pepitone,

(See ST. LOUIS, Page 31)

TITLE STRIPS

Opaque, Crystal Clear,
Red Line Title Strips
Perforated with 27
Titles to the sheet.

Last Opaque Strips for the Duration.
Quantity Limited. Order Today.

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ATTENTION !! COIN MACHINE OPERATORS ...

Here's the REAL McCOY ... SPICY,
WICKEDLY WITTY PARTY RECORDS
... Just what you need to keep your
Coin Machines lit long and often.

Operators all over the country claim they can't get enough of these sensational money-makers. They're the highest priced of their type—but the biggest profit boosters ever put on the market ... Remember, every PARTY RECORD gives you a real hit on each side! Here's just a partial list of the naughty (but never offensive) numbers in the new Party Record catalog:

- Caviar Comes from Virgin Sturgeon
- She's a Virgin on the Verge
- It's Better Than Taking in Washing
- The Blushing Bride—His Fanny
- Is It True About Chinese Women?
- A Bassett to the End
- Shake Your Can!
- She Ticked the Gentleman's Fancy
- She Lost It!
- The Man with the Crystal Ball

Party Records retail for \$1. and \$1.25

PRICE TO OPERATORS:

Red Label Party Records: 60c Blue Label Party Records: 75c

All Orders Shipped C.O.D. Unless Rated

Get the Party Record catalog from your distributor, or send for catalog and order direct.



(Some Distributor Territories Still Available)

USICRAFT CORP.

480 Lexington Ave., New York City

RADIO TUBES

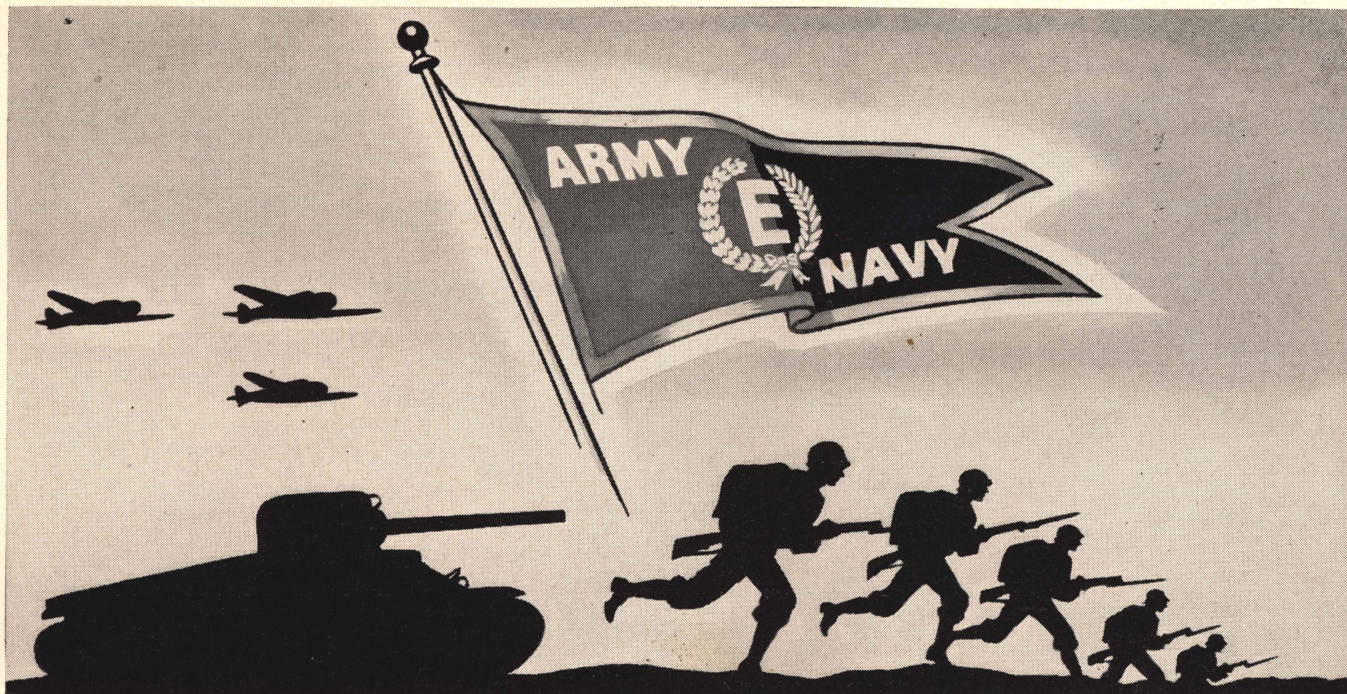
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W. R. BURTT

308 ORPHEUM BLDG.
WICHITA, KANSAS

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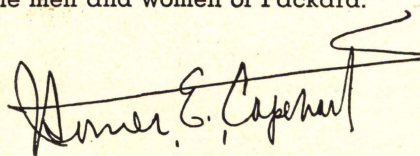
A SALUTE **to the Men and Women of** **PACKARD MANUFACTURING CORP.**

(now on leave from the music industry)

☆ Today, wherever you find American armed forces, at home or in foreign service, there you will find the war products of Packard Manufacturing Corp. doing an effective job for our men and our Allies.

Little more than a year has passed since Packard completed its conversion from the manufacture of automatic music systems to war production. The products we are now making, for tanks, planes and guns, were then unfamiliar to Packard men and women, and presented many problems. But they tackled the job with the same spirit that is winning the war. They have worked hard, and long, and well. Individually they have met the most exacting specifications. Working as a team, they have delivered the goods—*on time!*

In recognition they have had conferred upon them by our fighting forces the highest honor that can be paid to civilians engaged in war work—the Army-Navy "E." I know that the entire coin machine industry joins with the Army and Navy in this salute to their fellow workers, the men and women of Packard.


 PRESIDENT

COIN
MACHINE
REVIEW

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★ ★ ★ RECORDS ★ ★ ★

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

- 5★ **EXTRA GOOD.** Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.
4★ **VERY GOOD.** Possessing universal appeal. Suitable for any type of location.
3★ **GOOD.** Suitable for rounding out balanced programs. Numbers fading in popularity.

★ ★ ★ ★
4 STAR

- B-30-0812 Spike Jones
OH! BY JINGO! (Two-step VC)
THE SHEIK OF ARABY (Two-step VC)
C-35869 Benny Goodman
TAKING A CHANCE ON LOVE (FT VC)
CABIN IN THE SKY (FT VC)
C-36673 Kay Kyser
LET'S GET LOST (FT VC)
THE FUDDY DUDDY WATCHMAKER (FT VC)
C-36674 Kate Smith
SHINE ON HARVEST MOON (V)
TIME ON MY HANDS (V)
H-7041 Johnny Jones
IT STARTED ALL OVER AGAIN (FT VC)
NO STAR IS LOST (FT VC)
V-20-1525 Dinah Shore
"MURDER" HE SAYS (V)
SOMETHING TO REMEMBER YOU BY (V)
V-20-1526 Artie Shaw-Rudy Vallee
TWO IN ONE BLUES (FT)
AS TIME GOES BY (V)
V-20-1527 Sammy Kaye-Vaughn Monroe
TAKING A CHANCE ON LOVE (FT VC)
CABIN IN THE SKY (FT VC)
V-20-1531 Duke Ellington
EAST SAINT LOUIS TOODLE-OO (FT)
THE MOOCHE (FT)
V-20-1532 Duke Ellington
MOOD INDIGO (FT)
RING DEM BELLS (FT)
★ ★ ★ ★
3 STAR
H-7040 Willie Kelly
SOMEONE ELSE'S SWEETHEART (FT VC)
TAKING A CHANCE ON LOVE (FT VC)
O-6708 Al Dexter
ROSALITA (V OT)
PISTOL PACKIN' MAMA (V OT)

ABBREVIATIONS

Initials preceding record number indicate labels, thusly: B—Bluebirds; BE—Beacon; C—Columbia; CA—Capitol; D—Decca; H—Hit; MU—Musicraft; O—Okeh and V—Victory; FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

- V-20-1533 Duke Ellington
STOMP JONES (FT)
DELTA SERENADE (FT)
V-20-1534 Duke Ellington
DUSK (FT)
WARM VALLEY (FT)

★ ★
2 STAR

- O-6709 Roosevelt Sykes
TRAINING CAMP BLUES (V HB)
SUGAR BABE BLUES (V HB)

Strom With Minthorne

LOS ANGELES — Ben Strom, former factory service and sales representative for the Rock-Ola Manufacturing Corp., has joined the organization of Jean Minthorne, Rock-Ola Distributor for Southern California and Nevada. Strom left his Rock-Ola connection after ten years to take over outside service for Minthorne and handles the office and sales while Minthorne is out in the field calling on operator-customers.

Ernie Richardson, who has been with Minthorne for the past three years, remains in charge of the shop and Quay Sargeant, here for the past year, holds the position of outside territory man.

★ ★ ★

The way to make a pair of pants last is to make the coat first.

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1943

PERMO POINT

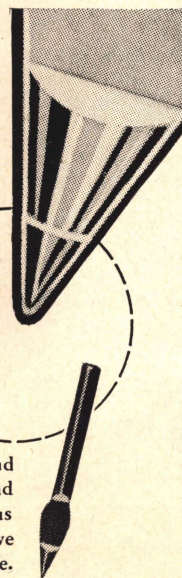
The favorite needle of
coin phonograph operators everywhere.

HERE IS THE DIFFERENCE



The difference between Permo Point Needles and other needles is to be found in workmanship and materials. Only Permo Point has the precious Permometal tip . . . precision ground to give faithful reproduction and maximum record life.

PERMO PRODUCTS CORPORATION
6415 RAVENSWOOD AVENUE, CHICAGO



In their recently expanded warehouses and salesrooms at 2916-2920 West Pico the Minthorne organization is equipped and ready to take care of the musical requirements of the operators in this area. A wide assortment of used equipment and accessories is available.

The Minthornes left Los Angeles on the 15th for a week's business trip to Las Vegas, Nevada.

Orders Post War Phonos

CHICAGO—By his confidence in the future, Aaron Goldsmith of The Hub Enterprises of Baltimore, Maryland, makes all of us realize that we "let down" too easily when things get a little tough, especially now with conditions as they are.

On a recent trip to Chicago, Goldsmith showed his confidence in the future and in the products of the manufacturer he has been representing by placing a bona fide order with the Rock-Ola Manufacturing Corp. for five carloads of the first phonograph manufactured by the corporation after the war is over.

Goldsmith is one of the pioneers in the Coin Machine Industry and a credit to the business as he is held in such high regard by his customers, prospects, and friends. He has been distributor for Rock-Ola for the past 5 years and has done a wonderful job in the sale of the Commando Phonograph.

With Goldsmith on his trip to Chicago was Lou Hinden of the Sales Department of the Hub Enterprises.

★ ★ ★

"I'm a sailor and I've been married nine times."

"You're not a sailor. You're a wholesaler."

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

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MILWAUKEE, WIS.
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112 North Broadway

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460 West 34th Street

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Raymond Rosen & Company
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WASHINGTON, D. C.
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1519 "L" St., N.W.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



Top Victor Tunes

AS TIME GOES BY
Rudy Vallee 20-1526

THAT OLD BLACK MAGIC
Glenn Miller 20-1523

BRAZIL
Enric Madriguera 27702

"MURDER," HE SAYS
Dinah Shore 20-1525

THERE ARE SUCH THINGS
Tommy Dorsey 27974

LET'S GET LOST
Vaughn Monroe 20-1524

IT STARTED ALL OVER AGAIN
Tommy Dorsey 20-1522

DON'T GET AROUND MUCH ANYMORE
Duke Ellington 26610

Top Bluebird Tunes

ROSIE THE RIVETER
Four Vagabonds 30-0810

PLEASE THINK OF ME
Shep Fields 30-0607

DER FUEHRER'S FACE
Spike Jones B-11586

THERE'S A STAR SPANGLED BANNER
WAVING SOMEWHERE

Elton Britt B-9000

"MURDER," HE SAYS
Teddy Powell 30-0809

FOR ME AND MY GAL
Abe Lyman B-11549

THE OLD GRAY MARE IS BACK WHERE
SHE USED TO BE

Carson Robison 30-0808

BEGIN THE BEGUINE
Artie Shaw B-7746

**THESE ARE TOPS
ON VICTOR AND
BLUEBIRD RECORDS**
THE SMASH HITS THAT YOUR CUSTOMERS
WILL KEEP SPINNING FOR WEEKS TO COME!

COIN
MACHINE
REVIEW

27

FOR
APRIL
1943

*To help us make the
Victor Records you will want
tomorrow, sell your old ones
to your distributor today!*



Help Keep Your Customers Going With Music
**ORDER TODAY FROM YOUR
VICTOR and BLUEBIRD RECORD
DISTRIBUTOR**

Mention of THE COIN MACHINE REVIEW is your introduction to our advertisers.

REVIEW MUSICAL POPULARITY POLL

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

APRIL, 1943

On Phonographs—

1. There Are Such Things
2. I Had the Craziest Dream
3. Why Don't You Do Right?
4. Brazil
5. Moonlight Becomes You
6. That Old Black Magic
7. For Me and My Gal
8. Murder! He Says
9. I've Heard That Song Before
10. It Started All Over Again

On Radio—

1. I've Heard That Song Before
2. Brazil
3. That Old Black Magic
4. Don't Get Around Much Anymore
5. As Time Goes By
6. It Can't Be Wrong
7. Taking A Chance On Love
8. You'd Be So Nice To Come Home To
9. I Just Kissed Your Picture Goodnight
10. There's A Harbor of Dreamboats

Best Selling Sheet Music—

1. I've Heard That Song Before (Morris)
2. That Old Black Magic (Famous)
3. As Time Goes By (Harms)
4. It Can't Be Wrong (Harms)
5. Brazil (Southern)
6. You'd Be So Nice To Come Home To (Chappell)
7. For Me and My Gal (Mills)
8. There Are Such Things (Yankee)
9. Don't Get Around Much Anymore (Robbins)
10. Taking A Chance On Love (Feist)

Best Selling Records—

1. I've Heard That Song Before (Harry James) Columbia 36668
2. As Time Goes By (Jacques Renard) Brunswick 6205
3. Brazil (Xavier Cugat) Columbia 36651
4. That Old Black Magic (Glenn Miller) Victor 20-1523
5. It Started All Over Again (Tommy Dorsey) Victor 20-1522
6. For Me and My Gal (Judy Garland) Decca 18480
7. Why Don't You Do Right? (Benny Goodman) Columbia 36652
8. Don't Get Around Much Anymore (Ink Spots) Decca 18503

9. You'd Be So Nice To Come Home To (Dinah Shore) Victor 20-1519
10. There Are Such Things (Tommy Dorsey) Victor 27974

On Wired Music—

1. There Are Such Things
2. Brazil
3. I Had the Craziest Dream
4. That Old Black Magic
5. You'd Be So Nice To Come Home To
6. Why Don't You Do Right?
7. Murder! He Says
8. It Can't Be Wrong
9. As Time Goes By
10. Don't Get Around Much Anymore

Lucky Strike Parade—

(April 10)

1. Brazil
2. I've Heard That Song Before
3. That Old Black Magic
4. As Time Goes By
5. You'd Be So Nice To Come Home To
6. Don't Get Around Much Anymore
7. Taking A Chance On Love
8. For Me and My Gal
9. It Can't Be Wrong
10. There's A Harbor of Dream Boats

Columbia Signs Sinatra

NEW YORK—Columbia Recording Corp. has signed Frank Sinatra, whose popularity on radio's "Hit Parade" and in personal appearances in theaters and night clubs, is currently soaring to zenith.

Sinatra is to start work, via his exclusive recording contract, just as soon as the powers behind mechanized music and the Musicians' Union adjust their difficulties. Indications are, that will be in the near future.

Decca Profits Up

NEW YORK—Annual report of Decca Records, Inc., for the year 1942, showed a net profit of \$806,143 after all charges and provisions for federal income taxes, compared with a total of \$781,050 for 1941.

Net sales for the year totaled \$10,075,028, an increase of \$1,856,883 over the previous year.

SEPIA HIT PARADE

A listing of the most popular records in colored locations, supplied at presstime by Otis Rene of Excelsior Records for exclusive publication in THE REVIEW.

1. As Time Goes By (Brunswick) J. Renard
2. Don't Get Around Much Anymore (Decca) Ink Spots
3. S. K. Blues (Rhythm) Saunders King
4. That Old Black Magic (Victor) Glenn Miller
5. The Chicks I Pick Are Slender, Tender and Tall (Decca) Louis Jordan
6. At Least You Could Save Me a Dream (Excelsior) Herb Jeffries
7. Are You Ready? (Decca) Lucky Millinder
8. Apollo Jump (Decca) Lucky Millinder
9. All For You (Excelsior) King Cole Trio
10. My Heart and I (Decca) Ella Fitzgerald

Phono Used For Safe

HOUSTON, Tex.—The use of an automatic phonograph as a safe to store money, daily reports of 23 writers of the China Gold policy ring, and a large number of appearance bonds was uncovered by the local police in a raid upon a negro recreation hall here on March 26th.

The phonograph was registered in the name of a local prominent attorney whose signature also appeared on the incompleting appearance bonds. Police hauled the phono to headquarters, emptied it of its contents, and prepared to turn the evidence over to the grand jury.

* * *

Grouch: "I hear that the coach gets five times as much as the Greek professor. Isn't that quite a discrepancy?"

Student: "I dunno. Did you ever hear 40,000 people cheering a Greek recitation?"

THE TOP TUNES OF THE NATION ON HIT RECORDS

- | | | | |
|------|-----------------------------------------------------------------------|------------------------------------------|--------------------------------|
| 7041 | IT STARTED ALL OVER AGAIN—F. T. | With Vocal Refrains | JOHNNY JONES AND HIS ORCHESTRA |
| | NO STAR IS LOST—F. T. | | PETER PIPER AND HIS ORCHESTRA |
| 7042 | MY DREAM OF TOMORROW—F. T. | | PETER PIPER AND HIS ORCHESTRA |
| | WHEN THE SHEPHERD LEADS THE SHEEP BACK HOME—F. T. | | PETER PIPER AND HIS ORCHESTRA |
| 7043 | THERE'S A HARBOR OF DREAMBOATS—F. T. | | PETER PIPER AND HIS ORCHESTRA |
| | WHAT'S THE GOOD WORD, MISTER BLUEBIRD—F. T. | | |
| 7040 | Taking A Chance on Love & Someone Else's Sweetheart..... | Willie Kelly and His Orchestra | |
| 7039 | You're Irish and You're Beautiful & Tonight I'm Gonna See My Baby.... | Willie Kelly and His Orch. | |
| 7038 | I've Heard That Song Before & I Dreamt the War Was Over..... | Johnny Jones and His Orchestra | |
| 7037 | Don't Get Around Much Any More & I Don't Believe in Rumors.... | Hal Goodman and His Orchestra | |
| 7036 | He's A Right Guy & Could It Be You..... | Hal Goodman and His Musical Comedy Orch. | |
| 7035 | Daddy's Letter and Gossip..... | Allen Miller and His Orch. | |
| 7034 | I Just Kissed Your Picture Goodnight & Rosie, The Riveter..... | Allen Miller and His Orch. | |
| 7033 | Please Think of Me & Rose Ann of Charing Cross..... | Peter Piper and His Orchestra | |
| 7032 | I'd Do It Again & The Widow Brown..... | Peter Piper and His Orchestra | |

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IF IT'S A HIT YOU'LL FIND IT ON HIT RECORDS!

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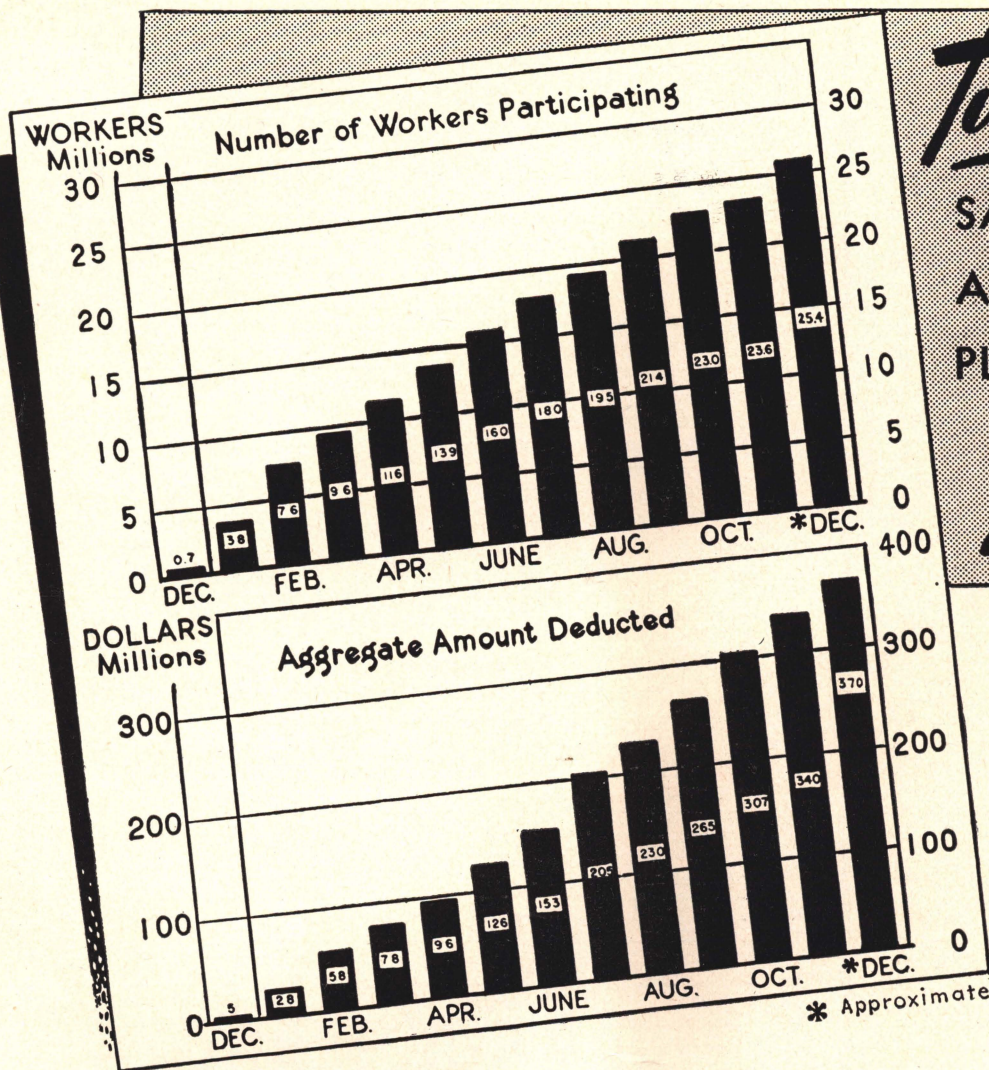
Los Angeles, Calif.

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28

FOR
APRIL
1943



Tomorrow's
SALES CURVES
ARE BEING
PLOTTED...
Today

THESE CHARTS SHOW
ESTIMATED PARTICI-
PATION IN PAYROLL
SAVINGS PLANS FOR
WAR SAVINGS
BONDS (Members of
Armed Forces Included
Starting August 1942)

STUDY THEM WITH AN EYE TO THE FUTURE!

There is more to these charts than meets the eye. Not seen, but clearly projected into the future, is the sales curve of tomorrow. Here is the thrilling story of over 25,000,000 American workers who are today voluntarily saving close to **FOUR AND A HALF BILLION DOLLARS** per year in War Bonds through the Payroll Savings Plan.

Think what this money will buy in the way of guns and tanks and planes for Victory today—and mountains of brand new consumer goods tomorrow. Remember, too, that War Bond money grows in value every year it is saved, until at maturity it returns \$4 for every \$3 invested!

Here indeed is a solid foundation for the peace-time business that will follow victory. At the same time, it is a real tribute to the voluntary American way of meeting emergencies that has seen us through every crisis in our history.

But there is still more to be done. As our armed forces continue to press the attack in all quarters of the globe, as war costs mount, so must the record of our savings keep pace.

Clearly, on charts like these, tomorrow's Victory—and tomorrow's sales curves—are being plotted today by 50,000,000 Americans who now hold WAR BONDS.



Save with
War Savings Bonds

This space is a contribution to America's all-out war effort

ST. LOUIS
(Continued from Page 24)

who had been head of the designing department of Aristocrat Cabinet before going into the Army, writes regularly from Florida. He is a technician in the Air Force. Other out of town operators heard from in March include the Balloog Amusement Co. of Springfield, Ill.; Richard Johnson Amusement Co. of Charleston, S. Car.; Thomas P. Libbey of Haverhill, Mass., and the Faris Music Co. of Norfolk, Va.

Art Lyns has been added to the service department at McCall Novelty Co. Serviceman Herman who was formerly with Advance Phonograph Co., is now with McCall Novelty Co. Jack Osborne, former department manager at McCall Novelty, visited the boys while home on furlough from the Air Force. He teaches in an Army Air Force Radio School.

Bob Faucet, renowned skater, who exhibited at Sefferno's in Cincinnati before entering the Army is now stationed at a nearby army camp. Whenever he is on leave he hikes over to the Ideal Roller Rink for a little recreation and relaxation. Jo Riley spends every afternoon she can spare at the Ideal Roller Rink keeping in trim for a scheduled tour with the Skating Vanities. The names of over sixty-five patrons of the Ideal Roller Rink appear on the honor scroll displayed there. The names include WAVES, WAACS, Marines, Army and Navy men.

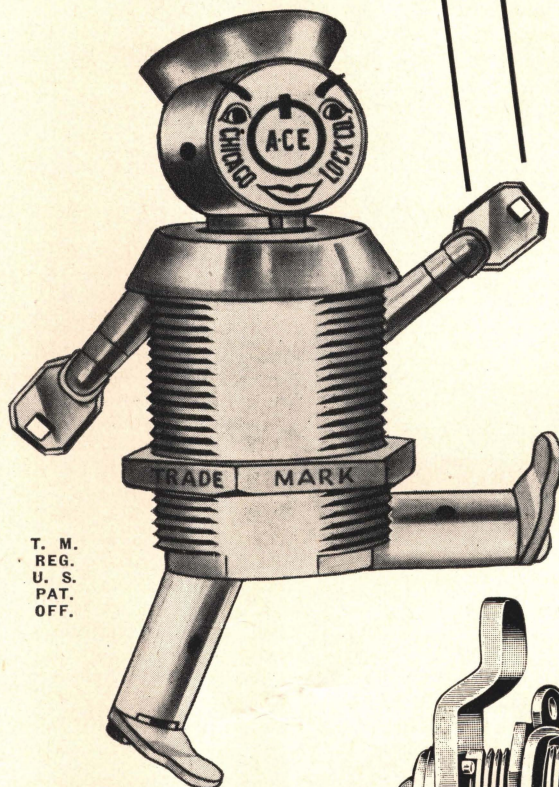
Jack Mehl of the Olive Novelty Co. became the father of a nine and a half pound baby boy in March. Phyllis Tzinberg who was the stenographer at Olive Novelty Co., is now with the WAAC's at Des Moines, Iowa. Jim McCoy is the new assistant manager at McCall Novelty.

Lieutenant William Sutton Singer, a St. Louis bombardier on duty somewhere in New Guinea, was mentioned in a dispatch from the battle area as a member of the crew of a Liberator B-24 that sank one 4000-ton Jap ship and scored three direct hits on another 8000-ton ship in a recent raid on Rabaul, enemy naval base. Lieut. Singer is the brother of Sam Singer of the Royal Novelty Co. and is well-known among members of the industry here. His plane was one of a large force of B-24's and a small group of Flying Fortresses that carried out the attack which was described as being successful "beyond dreams." In a letter his mother received he described the heat in New Guinea as being so intense "you could fry an egg on your head if you had an egg." He served in the Medical Corps at Scott Field before transferring to the air forces a year ago.

The most significant change in regards to route management to be observed during the month of March is the increased employment of women for service work. Canteen, a company that has a large string of drink and confection vendors spotted in defense plants in this area, have turned to women in a big way in order to keep the routes properly serviced. Canteen, after giving the two-woman teams thorough training under the direction of a veteran routeman, have turned certain routes over to them. An older woman acts as chauffeur and contact-man and a younger one acts as helper. Figures are not available as to just how many women are working on Canteen's routes but it is known that there are many. A male route-boss keeps in close touch with route operations and remedies as much as possible the peculiar difficulties that arise due to the switch from male to female route servicing. For instance, there are no crews of women servicing the



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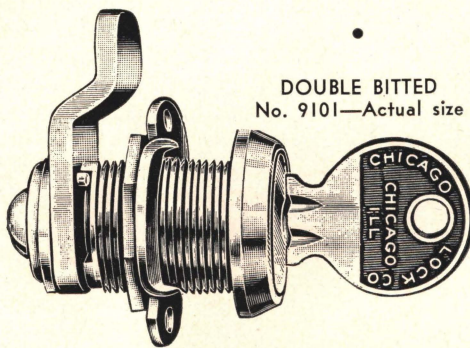
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Everywhere**

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to priority rating to
the best of our
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31
FOR
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1943

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Bitted, Double Bitted Locks . . .
Padlocks, too . . .

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routes on the midnight to eight a. m. shift. A special light weight metal basket which the women can easily carry loaded with candy, gum, peanuts, etc., is in widespread use.

James Prosser

Spike Jones To Theatres

HOLLYWOOD — From "just another drummer" a year ago to a top-flight vaudeville artist, via "The Fuehrer's Face" disc, is the saga of Spike Jones who is off on a two months' theater tour during which he and his City Slickers will split a \$3,500 check every week.

The King of Corn starts his tour on the first anniversary of his career making disc, on July 30th.

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Miniature Arcades Prove Profitable

by Peter Hagedoorn

of Jersey Specialty Co.
Singac, New Jersey

THE present war has wrought many changes in the method of operating for most operators in the country but those of us in the East have probably made more changes than any others because of the drastic shortages of gas, tires, manpower, etc., in this area. In the days before the war our operations were widely scattered while today the operator making money has his equipment concentrated in as small an area as possible.

When it became necessary for us to consolidate our operations in as closely knit

routes as possible we hit upon the idea of doubling up in the locations we were to use and endeavor to make each of them a miniature Arcade. We eliminated a large number of our poorer locations and in the better type spots we have installed more machines. Where formerly we had one marble table we now have, for example, a roll down game such as Play Ball or Goofy Golf, two or more guns such as Jap conversions, Air Raider, Anti-Aircraft or Rapid Fire; and a bowling game such as the Ten Strike, Bally Alley or Skee Ball.

Of course the installation of so many pieces is not always possible but we install just as many as the location has room for and switch the machines from time to time to keep up interest and the cash boxes full. We find the idea highly profitable for it gives patrons a variety of equipment to enjoy and in the case of a service call we have the location mark the machine "out of order" until there are more than the one call to be made in the neighborhood. This saves us time, gas and tires and the customers do not object for there are plenty of other machines to claim their attention even if one or two are out of order for a day or so.

Where we formerly had fifty spots in normal times taking in about \$400 a week, we now have the same number of machines bunched in about 15 spots and we are taking in about 50% of what we did in normal times. We have practically no service calls at all and we feel that this is the only profitable way to operate today.

Following our method you have less than one-third the stops to take care of, you need only one truck to take care of these games where previously you needed two, and you have less help. You are not constantly changing games as the stops are informed that there are no other games available and no new ones being manufactured so they become content to get along with those they have and let whatever shifting we might consider necessary from time to time, entirely up to us.

Then too you can combine your once-a-week collections with your service calls and you'll find, as we did, that 15 stops are a lot less headache than 50.

To summarize: group your equipment in miniature arcade or play room fashion, eliminate the poor stops, double up on the best spots. Keep your equipment clean and in good working condition at all times and you'll find you take in about 50% of what you did in normal times, but you will make more than 50% because you do not have new equipment to purchase and your overhead is half of what it previously was. Instead of depreciating, your equipment is becoming more valuable and the operator with \$5,000 worth of equipment at the time of Pearl Harbor will find it worth twice as much today. What's more, it will be worth three or four times as much if the war continues for two or three more years.

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We have on hand for immediate delivery the following Tubes:
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TYPE	*PRICE	TYPE	*PRICE
6-SC-7	\$1.25	41	\$0.80
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5-Z-3	1.05	8065
6-B-8G	1.25	25-A-7GT	1.55
6-J-585	6-X-5	1.55
6-J-5GT85	6-H-6	1.05
6-K-7	1.05	6-F-6	1.05
6-L-6G	1.90	5675
6-R-7	1.55	5785
6-SK-795	70-L-7GT	1.90
6-SQ-795	7580
6-V-6GT	1.05	6-B-5	1.90
7-F-7	1.55	3095
25-L-6GT	1.05	38	1.05
32	1.25		

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DE-LUXE—PLAYS 7000 RECORDS

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RADIO PANEL LAMPS

#44, #46, #55 (Box of 10).....\$0.55

All tubes are of standard familiar brands such as R.C.A., TUNGSOL, PHILCO, EMERSON, SYLVANIA, NATIONAL-UNION, RAYTHEON, ETC., ETC.

All shipments regardless of size of order, will ship EXPRESS C.O.D.

Back orders. We don't back order, we cancel. A postcard or wire to you later will advise you when we can fill the order, if you reorder at once.

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NEW YORK, N. Y.

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10 Col. Rowe Royal	75.00
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8 Col. Uneeda-Pak "E".....	35.00
12 Col. Uneeda-Pak "E".....	67.50
15 Col. Uneeda-Pak "E".....	72.50

GUARANTEE: All used machines on money back guarantee within 30 days after purchase. F. O. B. 156 9th St., San Francisco.

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Baker Pacer—Daily Double Jackpot— Latest Model.....	325.00	Evans 1941 Dominoes with Jackpot— Latest Model.....	395.00	Paces Races—Walnut Paces Reels—Fruit Symbols—25c Play— 1941.....	175.00
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Mills 1939 One Two Three Automatic Payout Table Fruit Reels.....	55.00

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Top Glass For Mills Three Bells.....	\$20.00	Backboard Glass For Sport Event.....	\$ 6.75
One Set of Five Glasses for 4 Bells.....	20.00	Backboard Glass for Pimlico.....	7.75
Top Glass for Jumbo Parade, Fruit or Animal, Free Play or Payout.....	7.50	Backboard Glass Jumbo Cash.....	4.50
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New Cabinets for Four Bells.....	50.00	New Cabinet for Jumbo Parade.....	35.00
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Jennings Silver Moon—One Cherry Payout.....	\$115.00	Watling Big Game.....	\$ 65.00	Mills Jumbo Parade.....	\$ 85.00
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		Jennings Bobtail—New.....	155.00	Silver Moon—New.....	160.00

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MONARCH COIN MACHINE COMPANY

1545 N. FAIRFIELD AVE.

CHICAGO, ILLINOIS

California

LOS ANGELES—Spring arrived with a bang during early April when the thermometer ran up some 82 and 86 readings. Immediately activity in the summer spots gained momentum and the operators of the states descended upon their favorite jobbers for new arcade machines to augment their early summer operations.

In from Long Beach were Mason and McDonald to pick up a few arcade pieces for their arcade on the Pike down there. Paul Laymon took care of a good share of their requirements.

William Mason, Arcade operator on the Venice Pier, also made the rounds picking up pieces suitable for this year's operations.

Frank Steinbach, and Jack Weinstein of

Astoria and Portland, Oregon, visited California to buy Arcade games. And, down from Bakersfield for the same purpose came the Fred Allen of the industry.

Billy E. Happel, nephew of Badger prexy Bill Happel, left April 9th as an enlistee for the Navy Training Station in Utah. New additions to the service department at Badger Sales include Temple Albridge, formerly a mechanic with the Singer Sewing Machine Co., and Peter Heck.

F. P. (Nick) Carter of the Nickabob Co., Los Angeles has donated his 35 foot cabin cruiser for the duration to the Coast Guard for use in patrolling the local harbor. Carter gives his own time without compensation, on week-ends, to the Coast Guard in any capacity they care to use him. Carter has an Arcade in new Chinatown and also a route of Guns and Skeeballs.

Al Armos of the Golden Gate Novelty Co., San Francisco, spent a few days in Los Angeles the end of March and dined and wine with the head man of the business.

Mitchell Mohr, son of Mac Mohr, spent a 15 day furlough at home with his parents. Mitchell is engaged in signal tower activity for the army.

William Nathanson is going strong for Commandos and has placed an order for a substantial quantity with Jean Minthorne, local Rock-Ola distributor. Adding to his activities Nathanson is opening an Arcade in New China City on April 25th and the first day's receipts are slated for the China Relief.

Percy Shields left Los Angeles on the 14th for an excursion to Fresno and way places to pick up equipment for the Mape Music office in Los Angeles. Percy has the knack of getting into the back country and coming home with wanted pieces.

In at General Music during the last of
(See CALIFORNIA, Page 36)

SPECIAL OFFER

GENUINE A.B.T. (Guaranteed) PELLETS

100,000.....\$2.50 Per M
50,000 \$2.75 per M 25,000 \$3.00 per M

GENUINE KEENEY SUBMARINE PELLETS

\$32⁵⁰ Per M \$4⁰⁰ Per Hundred

CHICKEN SAM RIFLE BULBS..... 90¢ Each

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615 Tenth Avenue
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Tubes for Ray Guns, #38..\$1.05 ea.
Tubes for Ray Guns, #80.. .65 ea.

PHOTO ELECTRIC CELLS, C. E. 23

Can be used for Chicken Sams, Japs, Chutes, Rapid Fires and other Ray Guns. **\$250** Each

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This relay takes the place of the can type, four prong relay used in Defender Guns. **\$500** Each

1/3 With Order, Bal. C. O. D.

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One mechanic for Pin-Ball Games and one for Phonographs—or combination mechanic. Give references, state wages expected and age. Must be good.

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Tomorrow's BIG OPPORTUNITY *is here* TODAY!

YES POSITIVELY! Today very little new salable merchandise is available, and certainly none with the sex appeal and interest embodied in the PHOTO TRAY cocktail and hors d'oeuvre tray.

For the past five months we have been privileged to offer this new and sensationally different item to the Coin Machine Fraternity on an exclusive basis but the nation can wait no longer. Consequently we have taken over the national distribution and sales in all fields and we are now arranging for increased production to take care of the terrific demand certain to result. Hundreds and hundreds have been sold in our own Industry and orders have flooded our factory so that deliveries, at certain times, have been delayed from one to two weeks. This is only natural for PHOTO TRAYS have no equal and no competition for all PHOTO TRAY subjects are copyrighted and protected.

If you haven't ordered a trial dozen PHOTO TRAYS do so today, before the item is generally available in retail outlets a few months away. Retail sales price will be \$6.00 each, and today you can obtain it at our low advertising prices as shown on the opposite page.



No. 6



No. 2



No. 3



No. 4

12 EYE FILLING SUBJECTS READY

To Hollywood comes the cream of the feminine crop of loveliness and from this fresh, vibrant, luscious parade of pulchritude our dimension-conscious experts have selected the most exquisite models to pose as PHOTO TRAY subjects. These glamorous models are artistically and cleverly photographed and reproduced in 12 salon prints and permanently sealed in the PHOTO TRAY. The subject is then given five coats of the finest bar-top lacquer to protect it against ringing, scratching and marking. Frames and handles are of beautiful contrasting hardwoods, in natural finish, and each tray is tissue packed in an attractive gift box. Size of tray is approximately 12" x 16".

FOR PREMIUM USE

—nothing tops PHOTO TRAYS. Dozens of operators have used PHOTO TRAYS for premium purposes—on salesboards, high score of the week prizes, special pull-boards, etc.—and repeat orders attest the value of PHOTO TRAYS for premium use. Consider the irresistible appeal of a few of these exciting trays on display as premiums. Salesmanship passes away for the TRAYS provide an unusual "come-on."

DISTRIBUTORSHIPS NOW OPEN

THE REVIEW is now privileged to grant distributorships to established, well rated, and recognized accounts throughout the country. Only organizations capable of doing an aggressive sales job and contacting ALL retail outlets will be considered. Exceptionally attractive proposition awaits those who can qualify for this priority-free product soon to be nationally advertised.

ORDER A SAMPLE DOZEN TODAY
YOU'LL BE BACK FOR MORE!



No. 5



No. 7



No. 8



No. 1



No. 9



No. 12



No. 11



No. 10

CRAFTSMEN'S GUILD

PHOTO-TRAY

MADE IN HOLLYWOOD



THE REVIEW considers itself fortunate indeed to be able to offer its readers this "FIRST" in unusual gift opportunities. Professionally done, and beautifully finished these PHOTO-TRAYS will last indefinitely and bespeak the good taste of the host whenever used.

ORDER NOW FOR PROMPT DELIVERY

Because of the employment situation only a limited production of PHOTO-TRAYS is possible at present. While we feel confident of being able to fill all orders, we do urge you to not delay, but order NOW. *Be sure to list the number of each subject desired, along with the quantity of each.*

SUBJECT
NO. 12

SAMPLE EXPRESS PREPAID . . \$475

Lots of 6, Prepaid Ea. 4.25
Lots of 12, Prepaid Ea. 3.95

*Express Charges Collect on
C.O.D. Shipments*

COIN MACHINE REVIEW

1115 VENICE BOULEVARD
LOS ANGELES • CALIFORNIA



OPERATORS SAVE YOUR TIRES — GAS

Phone or Write Your Needs
PROMPT SERVICE

We are equipped to handle your wants—Complete stock of parts,
new and used games, Arcade equipment . . . Vending machine cards,
etc. Our reconditioned machines are tops . . . LOW PRICES

SMACK THE JAPS

A VICTORY GAME CONVERSION FOR "TEN SPOT"
Also available: Knock-Out the Japs (Knockout), Sink the
Japs (7 Up), Hit the Japs (Gold Star), and Slap the Japs
(Stratoliner). F.O.B. Chicago.

\$950
Per
Set

BEST GRADE COIN WRAPPERS

44c per M.....100,000 or over
50c per M.....50,000 to 100,000
65c per M.....1,000 to 50,000

Come in and see
United Mfg. Co.'s
MIDWAY, SUN VALLEY, GRAND
CANYON

Revamped from your Zombies and
Sunbeams

NEW GAME PROFITS AGAIN

CHICKEN SAM OPERATORS

"THE VICTORY MODEL—AXIS RATS
ON THE RUN"

A Positive Sensation—A DeLuxe
Conversion

Immediate Delivery, \$15.00

Western Portable Flame-Arc Welder.....24.95

(World's Lowest Priced Professional Welding Outfit)

HUNDREDS OF GAMES TO CHOOSE FROM

Write for complete price list

WE WANT TO BUY

One-Ball Free Play Tables, Consoles and Arcade Equipment

PAUL A. LAYMON

Distributor of Quality Coin-Operated Machines

1503 W. Pico Blvd. DRexel 3209 Los Angeles, Calif.

CALIFORNIA

(Continued from Page 33)

March and the first two weeks of April to pick up equipment, were: Art Dawes, San Diego; Ray Eberts, Los Angeles; Archie Freeman, Oceanside; I. B. Gayer, San Bernardino; Del George, Palm Springs; Ben Korte, Glendale and Los Banos; Ted Lawrence, Long Beach; Ted McMahan, San Jacinto; Vern Owen, Banning; H. A. Presher, San Diego; Roy Smith, Lancaster; Pat Savage, Shafter; Jimmy Sills, Las Vegas, Nevada and George Wheelock, San Diego.

Plans are set by Southern California musicians to welcome Homer E. Capehart who is due to arrive here by plane on the 23rd for a two weeks visit. Just what Cape has up his sleeve is anybody's guess.

Eugene Dixon, the prize mechanic and repair man Jack Gutshall has had at the head of his service department for some time, seems destined to go the way of other competents of his type. When this reporter visited the establishment a report from the Draft Board notifying the employer of the 1A reclassification was getting anything but cheers.

Don Charters, who used to operate a string of marble games, is now an instructor on Link Trainers and is stationed at the air base near Phoenix. He visited local coinmen in early April and seemed happy with his new duties. He flew over and back in the day furlough given him.

A. J. Robinson, Pasadena, is calling it a day and selling his game operations and going into the fishing boat business.

Remember the Conrads who had the major operations down in Orange County? They're still as active as ever and the Coin

machine operations are continuing but Mr. and Mrs. Ted Conradi are now enjoying life on a nice ranch near Castle Rock, Washington, where Ted is doing his bit to keep the American feed bag full.

Charlie Robinson has closed his Buckley distributing business and is operating a route of phonographs. All of which leaves him plenty of time for a Victory Garden he has planted out in the San Fernando valley. Another Victory Garden enthusiast is Herb McClellan who has the muscles to show that he really works in his.

Lots of army trucks are backing up to Badger Sales these days to pick up machines, for Badger is doing a notable job in furnishing the recreation centers at the various camps. In fact, Badger had the loading ramp built specially to accommodate

the army trucks and one finds them there almost daily loading equipment.

A rumor of cigarette rationing in Los Angeles on March 26th had most of the vendors emptied. Somehow the grapevine spread the word and citizens frantically worked the coin chutes to get as many packs of "drags" as the machines had. A clarification of the rumor in the next day's papers smoothed the uneasy citizenry.

Phil Esterbrook, crack service man Jack Gutshall brought here from Portland some time ago, was inducted into the Navy on April 5th. Says Jack, "It looks like our place is the last stop before the Service."

Lou Wolcher of the Advance Automatic Sales Co. in San Francisco is doing a nice job with Photo Trays as advertised in THE REVIEW. Lou ordered a dozen and then came back quickly for a gross and reports a nice appreciation and acceptance in the northern California area.

Walter E. Gaunt of 29 Palms, Calif., is getting ready to open his Arcade again this summer at Big Bear Lake.

Roy V. Smith, formerly an operator at Barstow, is now with the army and is stationed at Salt Lake City. He recently paid a visit here on a 7 day furlough and spoke proudly of the way his wife, the former Lucille Arnold, is taking care of the family operations.

First Lieutenant A. H. Ellis of the Marine Corps, reports he is now at Pearl Harbor. Ellis, previous to service, was auditor for Paul A. Laymon.

Don Stewart of the Stewart Novelty Co., Salt Lake City, visited Los Angeles in early April and purchased several thousand dollars worth of phonographs from Badger Sales.

Mr. Osborn of the Osborn Music Co. is one of the industry's oldest and proudest members. From his office on West Pico he is doing a right nice business renting antique coin machines to the motion picture studios. Osborn has some "Lu-Lus" that he has gathered over a 50 year period.

Manny Jackson, Hermosa Beach, made it a point to see Bill Happel on his Los Angeles jaunt and to buy some equipment.

Senator Downey introduced a bill in the United States Senate on March 24th to authorize payment of \$6035.50 to Mrs. Stephen A. King of West Los Angeles, for claims resulting from the death of her husband, Stephen, who was fatally injured in a collision between an automobile he was driving and an army truck. The bill recalls that the accident occurred March 14, 1942 at Pico and LaBrea Boulevards, in Los Angeles. Steve and Paul Johnson were partners in a large music machine operation.

SPRING CLEARANCE SALE

All merchandise subject to prior sale, and prices subject to change without notice. If you don't see what you want in this list, we have plenty more.

WRITE TONY CONSOLES

New Buckley Track Odds, Daily Double Model.....	\$700.00	6 Jumbo Parades, new, automatic Pay-outs.....	\$175.00
Buckley Track Odds, Standard No. 11044.....	250.00	Automatic Pay-Outs, Arlington.....	35.00
Buckley Track Odds, Standard No. 15065.....	375.00	Automatic Pay-out, Thistle-down.....	65.00
Pace's Reels.....	195.00	Automatic Pay-out, Gold Medal.....	75.00
Pace's Races.....	250.00	High-Hand Combination.....	169.50
Western Race Meet.....	175.00	Jumbo Parades, F.P.	50.00
Evans' Bang Tail.....	250.00	Bally's Big Top, F.P., (cracked glass).....	75.00
Long Champ (cracked Glass).....	15.00	New Western Derby Winner, F.P.....	275.00
Jumbo FP & PO Combination.....	175.00	1 Brand new 4 Bells 4-5c.....	50.00

Make Each Day One Day Closer To Victory—Buy War Bonds and Stamps

HOWARD SALES COMPANY

TONY MANGANO
Phone Harney 3100

1206 Farnam St.
OMAHA, NEBRASKA

Out-of-towners in for a look-see and buying fest were: F. A. Greenough, Bakersfield; Bill Wolfe, San Diego; and Harry Gordon; all of which sought out Laymon's.

Neat sales for the month were rung up at General Music for Harry Greenburg, Charlie Joseph and Sunset Music, Sam Handman and Roxy Amusement, Jay Bullock, Al Weymouth, Lee Webb, and Art Weiss and his Globe Amusement.

George Bucknum, San Diego, is in Mexico on a vacation trip. George skipped land travel and took a plane for his visit to the southern Republic.

Jack Lipps, La Mesa Arcade operator, visited the Coin Machine Capitol of the West to pick up equipment in early April.

Johnny Nelson, who operates games at Culver City, found the same good excuse to come into town and see what's what.

Noticed on California operators of late is the proud insignia of those who have volunteered blood to the Red Cross Blood Bank. All of which brings us to a story that should not go untold, Jane Carico, the darling of the Gutshall establishment, decided to drop a pint off with the Red Cross inasmuch as her flame is in the service. Jane parked her hack near the Red Cross office . . . made her donation . . . and returned to find her car nicely banged up. All of which proves that if you start to give, you must continue to give, regardless.

Mr. and Mrs. Harry Gordon, San Diego, breezed into town on the 14th bringing wondrous tales of the success they are enjoying with the Scooter Ride they have in operation on the main stem of a boom town. Opened two weeks ago the Gordons find patrons pounding on their door at 1 p.m. wanting to get in to ride the 20 cars when the published hours are 4 p.m. to 12 p.m. A small Arcade surrounds the track and the Gordons expect to add to it with new Arcade pieces.

Hymie Kozinsky, who needs no introduction, is now in the Marine Camp at Camp Pendleton, near Oceanside. Hymie took advantage of his time off to drop in at Laymons and thank them for the games they had donated for the Red Cross Drive in that area.

Ted Bloom, Mojave, arrived in town in good spirits and was excited about the nice business he is enjoying from the Marine base near there.

Lucille Laymon has been contributing her part to the Red Cross March drive by soliciting and handling theater collections. In addition to door-to-door solicitation she served in the theater drive in the downtown area and on one day covered nine shows. "In spite of it all, I didn't see one complete picture," opined Lucille in recounting the experience. However, collec-

Don't Miss

these important editorial features in the May issue of THE REVIEW. Each is as timely and informative as tomorrow morning's news broadcast, and each is written by a man who knows what he's talking about:

INDUSTRIAL MUSIC IN WAR PLANTS by Benjamin Sterling, Jr., of Moosic and Scranton, Pa.
THE VENDING MACHINE OPERATOR CAN "KEEP GOING . . . AT A PROFIT!" by R. H. Adair, Oak Park, Ill.

THOUGHTS ON REFURBISHING by Thomas D. Sullivan, Chicago.

OPERATING CIGARETTE MACHINES UNDER WARTIME CONDITIONS by R. A. Parina of San Francisco.

These, and many more up-to-the-minute articles, are making THE REVIEW the authoritative and complete coin machine publication in the industry. Plant your advertising where operator interest is. Reserve space now for the big May issue going to press on

MAY 12TH

The COIN MACHINE REVIEW

1115 VENICE BOULEVARD

Fitzroy 8269

LOS ANGELES, CALIFORNIA

35 East Wacker Drive
CHICAGO
Central 1112

441 Lexington Avenue
NEW YORK CITY
Murray Hill 2-5589

tions were very good and much of it can be attributed to the energetic work of Mrs. Laymon.

Frank Navarro is still making those flying trips to Mexico City to take care of his operations. He says things are really booming there.

Roy C. Woodward has sold his route of phonographs to Paul Johnson. The deal was handled by Bud Parr of General Music and both parties expressed themselves as very well satisfied.

Joe Lein is one of the pet operators at Jack Gutshall's. Jack can use all the King's English on him and he bounds back for more, but in spite of it all, he is still one of Gutshall's best customers.

Bill Happel is buying lots of 5-balls for shipment to Milwaukee. He has made several trips to Long Beach and other Southern California cities to pick up 5-balls for shipment to Milwaukee where they are now running free rein.

The Laymons have received a letter from William McDow, a former employee, who is now with the Engineers Corp. in India. Wrote he: "I'm in India and that's about all I'm permitted to say!"

Music operator Bob Thompson, Delano, made it a "must" to visit General Music in early April.

One of the new lads in the new jumper suits that bear the name of the firm on the back at Paul Laymon's is John Wyatt.

Paul Blackford

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COIN
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FOR
APRIL
1943

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441 Lexington Avenue, New York City

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The REVIEW CARRIES MORE CLASSIFIEDS

Bargain Mart

5c PER WORD, MINIMUM \$1.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, Calif.

COIN COUNTERS AND WRAPPERS—Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING—We specialize in adjusting, tightening, cleaning, greasing and repairing Slot Machines and Vest Pockets. Have them buffed and painted to increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: CItius 1-1093 (SS-C)

FOR SALE—Gallopings Dominos, \$49.50; Charlie Horse, 5c-25c combination, \$119.50; Multiple Racer, \$64.50; Tanforan, \$39.50; Exhibits Races, seven coin, \$64.50. COLEMAN NOVELTY CO., Rockford, Ill. (FMA-P)

SLOT MACHINES REPAIRED—Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 1070 Thompson St., Glendale, Calif. Telephone CItius 3-3721. (TF-C)

WANTED—Northwestern 33's, 39's, Deluxe, Toppers and Esquires, 6 or 8 column Stoner Candy Machines. Equipment must be clean and priced right. Submit list of equipment to DAVIDSON BROTHERS, 5109 West Pico Blvd., Los Angeles, Calif. (MAM-C)

WANTED—Scales. MILLS "Your Exact Weight" big head porcelain models. Will pay cash. Any quantity. BABE LEVY, 2830-10th Court South, Birmingham, Ala. (FMA-P)

CASH WAITING—for Penny Mills Blue Fronts; Slot Mechanisms, any types; Blue Front Castings. COLEMAN NOVELTY CO., Rockford, Ill. (FMA-P)

**WILL PAY
\$75.00 PER 1000
FOR
PHOTOMATIC FRAMES
in lots of 1 case or more
VENICE ARCADE
17-19 Venice Pier, Venice, Calif.**

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 485, Coin Machine Review, 1115 Venice Blvd., Los Angeles, Calif. (TF-C)

CASH—Will pay \$45.00 for Gold Cups, leg model; \$135.00 for Record Times, f.o.b. Los Angeles. Will buy local routes of pin ball machines. PUBLIX GAMES, VAndike 0211; Evenings—Morningside 13595. (A-P)

FOR SALE—Complete Route, 31 locations, Penny Remote Control Phonettes. Real money-makers. Forced to sell. FORTUNA MUSIC CO., 5120 Fullerton, Chicago, Ill. (AMJ-P)

SCALES—On account of old age and illness, will sell 70 personal weighing scales. All on location. Will net better than 50% on investment. BOX 480, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, California. (A-P)

RADIO TUBES—for your Phonographs, Panorams and Guns. Write for price list. W. R. BURTT, 308 Orpheum Bldg., Wichita, Kan. (AMJ-P)

FOR SALE—18 late model pin ball machines. Write E. F. CROXEN, Calaero Academy, Ontario, Calif. (A-P)

FOR SALE—Complete Phonograph Business. Good routes. Additional equipment; parts. Forced to sell. FORTUNA MUSIC CO. 5120 Fullerton, Chicago, Ill. (AMJ-P)

CO-ED DANCE RECORDS—"Flout the Foe" and "Winter, Winter." Selling fast. Two records postpaid, \$1.70. No catalogue. SORORITY FRATERNITY RECORD COMPANY, Station I, Box 46, New York. (AMJ-P)

**WANTED FOR CASH
LATE MODEL WURLITZER PHONOGRAPHS
Give Make and Lowest Price
NO DEALERS
LOUIS F. VELASCO
P.O. Box 586 Nogales, Arizona**

WE BUY, SELL OR EXCHANGE—Arcade Equipment, Pin Games, Consoles, Slots, Guns, Parts and Supplies, etc. OPERATOR'S EXCHANGE, 621 Van Ness, San Francisco, California. (4-43-P)

75 GOTTLIEB TRIPLE GRIPPERS—Latest models. All new improvements. Excellent condition, \$19.50 each. BABE LEVY, 2830-10th Court South, Birmingham, Alabama. (MAM-P)

SLOT MACHINE PARTS WANTED—Reel strips, Gold Award, etc. for late model machines. G. B. SAM, 541 E. 32nd Street, Los Angeles, Calif. (AMJ-P)

PHONOGRAPH ROUTES WANTED—I will buy, for cash, Phonograph Routes any size, anywhere in the Western States. Give full details in first letter and lowest cash price. BOX 505, COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, Calif. (TF-C)

FOR SALE—100 7-Column DuGrenier Cigarette Machines, complete with mirrors, bases and free matches. All machines in first class mechanical condition, \$27.50 each. One machine free with order of ten machines. Completely refinished, \$5.00 extra. MAT-HENY VENDING CO., 1001 West Douglas, Wichita, Kansas. (AMJ-P)

WANTED—Mills Scales. "Your Exact Weight" big head models. Quote lowest cash price. BABE LEVY, 2830-10th Court South, Birmingham, Ala. (AMJ-P)

WANTED FOR CASH—Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 1417½ West Pico Blvd., Los Angeles, Calif. (AMJ-P)

WANTED TO BUY FOR CASH—Wurlitzer and Seeburg Phonographs. AMERICAN COIN MACHINE CO., 557 Clinton Ave. N., Rochester, N. Y. (AMJ-C)

WANTED: Postage Stamp Machines—Roll type. Must have good appearance. State lowest price, serial number, etc. BOX 740, COIN MACHINE REVIEW, 35 East Wacker Drive, Chicago, Illinois. (A-P)

WILL BUY MUTOSCOPE PHOTOMATICS—State price, condition, model. Also can use Photo Frames, any amount. TONY BRILL, RKO Bldg., 815 South Hill St., Los Angeles, Cal. (AMJ-P)

95 GOTTLIEB TRIPLE GRIPPERS—Latest models. Excellent condition. Finest available, \$19.50; lots of five, \$17.50. BABE LEVY, 2830-10th Court South, Birmingham, Ala. (AMJ-P)

WANTED—Mills Panorams and Films. WALTER VINES, 112 N. Tennessee Ave., Lakeland, Florida. (AMJ-P)

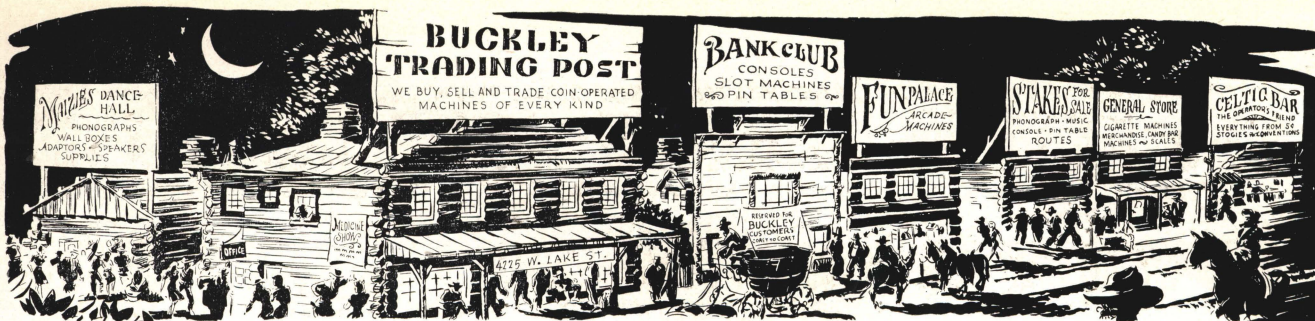
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COIN
MACHINE
REVIEW

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FOR
APRIL
1943



ALWAYS CONSULT THE TRADING POST

When You Want To Buy . . . When You Want To Sell

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Jail Bird	Mutoscope Bag Puncher
	Wurlitzer Skee Balls

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Mills Three Bells	2 Way 5 and 25c
Keeney Super Bells	Keeney Super Bells, 4 Way
2 Way 5 and 5c	Keeney Super Track Time

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Blue Fronts, Se-	Original Chromes	3-5
rials 400,000	Emerald Chromes	

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Silver Chief, 5c-10c-25c

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WURLITZER
850, 800, 750, 750E, 700
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500A Keyboard

Wall Boxes
Packard Boxes

SEEBURG

High Tone, Remote
High Tone, Regular
Envoy, E. S.
Regal

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Betty Teletone Boxes

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'41 Derby—F. P.	40—P. O.	Santa Anita
Eureka—F. P.	Pimlico	Long Acres—P. O.
	Sport King—P. O.	

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Wire or Mail Quantity and Price

SPECIALS—FOR SALE

COMPLETE MUSIC SYSTEM EQUIPMENT WALL BOXES—ADAPTERS—SUPPLIES

Buckley Boxes—New.....\$35.00	Wurlitzer Boxes, Model 100..\$25.00
Buckley Boxes—Rebuilt 25.00	Model 310.. 15.00
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Packard Boxes 25.00	Model 125.. 42.50
Seeburg Stroller 35.00	

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Buckley Zephyr Cabinet—	Packard Large Wall Cab...\$75.00
New\$ 11.25	Buckley Floor Speaker Cabinet
Charm Tone Tower 122.50	w. Speaker & Buckley Box..135.00

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Buckley Single Mechanism....\$27.50	Buckley Twin Mechanism.....\$31.50
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Per M Sheets.....\$3.50	Buckley 275A Bulbs..... .12

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Ace Bomber\$275.00	Keep Punching\$139.50
Anti Aircraft Guns 52.50	Kicker & Catcher..... 15.00
Arcade Floor Gripper 52.50	Mills Punching Bag 95.00
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Bomb Hit 9.50	Poker & Joker 139.50
Bally Bull's Eye 89.50	Rapid Fire 190.00
Bumper Bowler 49.50	Ray-O-Lite Gun 60.00
Chicken Sam 104.50	Shoot the Bull..... 95.00
Chicken Sam—Jap and	Skee Ballette 60.00
Hitler Conversion 142.50	Submarine—Keeney 197.00
Chicago Coin Hockey 215.00	Texas Leaguer 32.50
Gottlieb Three-Way Grip- per 15.00	Western Baseball—DeLuxe.. 95.00
	World's Series—Rockola .. 95.00

Write for Complete List

All prices subject to prior sale. Terms—Cash with order or deposit one-fourth amount of order, balance to be paid C.O.D. Our complete line covers Phonographs—Wall Boxes—Adapters—Coin Machines, Consoles, Arcade Machines, Pin Tables. All equipment is carefully checked and put in first-class condition by experienced factory trained mechanics. This is your assurance of complete satisfaction. Write stating your requirements so you can get our prices.

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Wurlitzer 71\$119.50	Wurlitzer 61.....\$79.50
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BUCKLEY TRADING POST

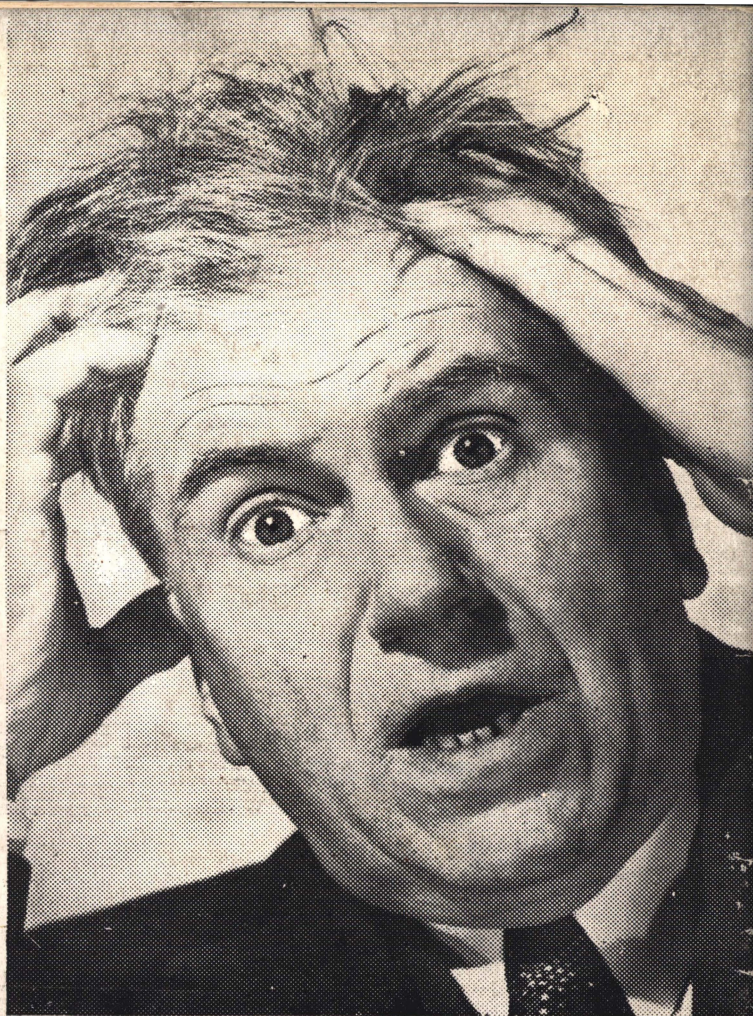
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